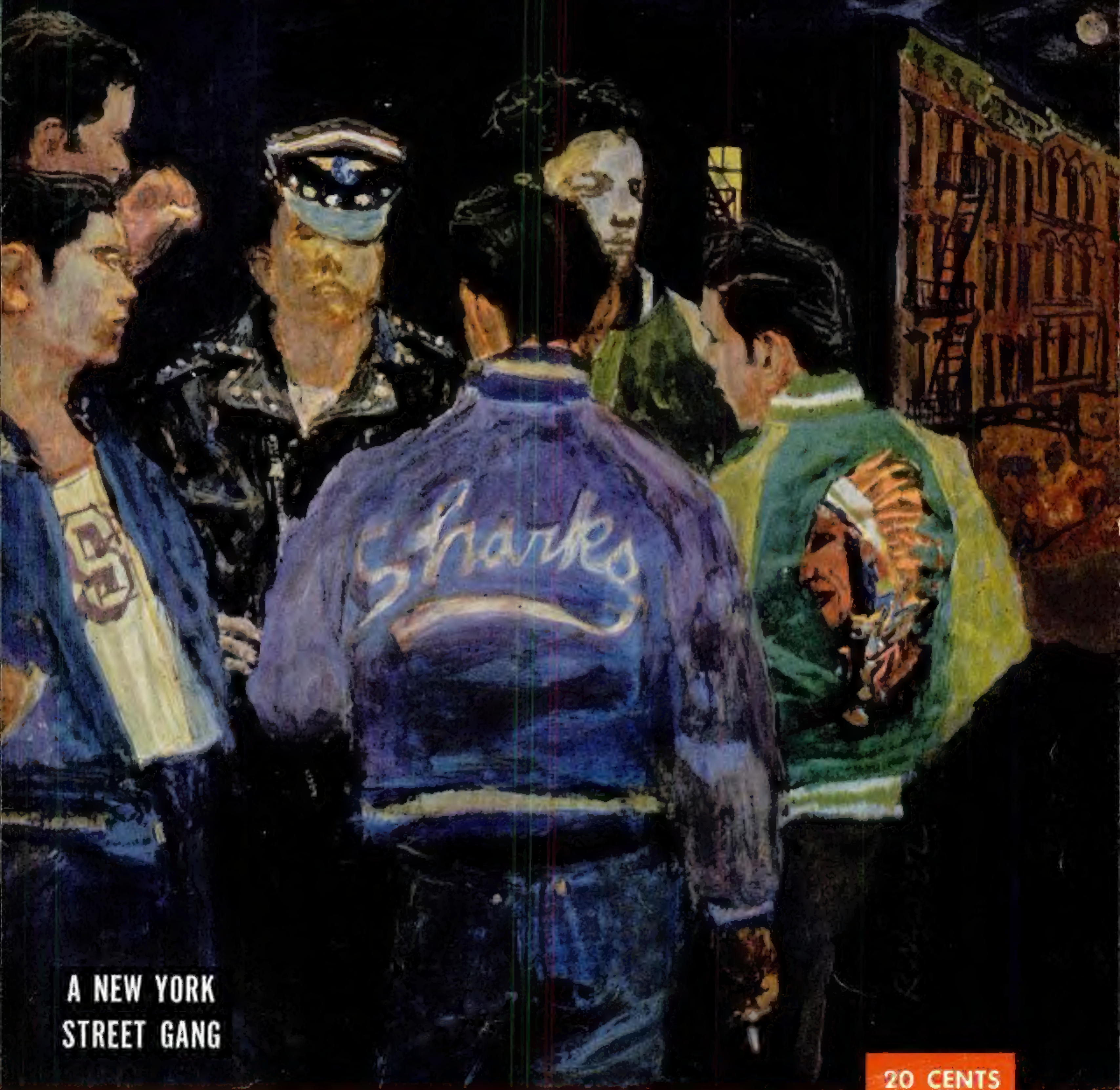


LIFE

BEGINNING A MAJOR 'LIFE' SERIES

CRIME IN THE U.S.

PARENTS AND TEEN-AGERS
DEBATE 'GOING STEADY'



A NEW YORK
STREET GANG

20 CENTS

SEPTEMBER 9, 1957

SCHOOL DAYS ARE SCRIPTO DAYS

Take **Scripto** to school, and school work is easier, neater—because *Scripto* guarantees the smoothest, swiftest, cleanest writing ever! There's a perfect *Scripto* pen and pencil for every writing need—the best quality at every price. Get *Scripto* and you get sensational writing features—possible *only* from the world's largest maker of mechanical pens and pencils!



Scripto

® M. R.

FEDERAL TAX INCLUDED • SCRIPTO, INC., ATLANTA, GEORGIA
SCRIPTO OF CANADA, LTD., TORONTO, CANADA • SCRIPTO PRODUCTS AVAILABLE IN CANADA AT SLIGHTLY HIGHER PRICES

Choose the best in writing at any price, from the **Scripto Service Station** at good stores everywhere.



**1. THIN LEAD
PENCIL—\$1.00**

**2. SUPER DOLLAR
BALL PEN—\$1.00**

**3. SCRIPTO MATIC
BALL PEN—39¢**

**4. REFILLABLE, RETRACTABLE
BALL PEN—29¢**

**5. MECHANICAL
PENCIL—29¢**

**6. "LIQUID LEAD"
LL PENCIL—\$1.00**

"How I Cut My Life Insurance Payments in Half —

with the policy that gives me more protection at lower rates!"

"Like most men with dependents, I used to worry about what would happen to my wife and children if I were no longer here to take care of them.

"Then one evening, while leafing through a magazine, I ran across a message from the Patriot Life Insurance Company. It showed me how easily I could carry twice as much insurance as I thought I could afford . . . simply by buying term insurance — the *lowest-rate* kind of insurance that is issued.†

"I took advantage of Patriot's offer to examine their policy for ten days without cost or obligation. After reading it carefully, I decided it was the finest life insurance bargain I had ever seen."

Policy Sent on Approval . . . No Salesman Calls

Usually issued without medical examination

If you would like to learn how you can provide your family with \$2,500 or more of protection at a price you can afford to pay, simply fill out and return the application printed on this page.

The annual rate for Patriot's remarkable "Ratemaster" term policy is lower than that of any leading non-participating company in the United States.* And no salesman calls on you. You deal directly with Patriot . . . a Legal Reserve company with more than \$20,000,000 in capital and surplus; licensed to operate in 46 states (not Kansas or Wisconsin), the District of Columbia and Hawaii.

Just look at these benefit highlights of Patriot's "Ratemaster" policy:

- 1) We will pay your family \$2,500 or more — whichever amount you select—if you die within the next fifteen years.
- 2) We will pay your family double the amount of your insurance in the event of your accidental death as defined in the policy.
- 3) You may continue your insurance after the 15 year protection period — regardless of the condition of your health at the time—

simply by changing your "Ratemaster" policy to a straight life policy at the premium for your attained age. (Patriot's present premium for \$2,500 of straight life at age 30 is \$4.10 a month; at age 40, \$5.70.)

Remember: The greatest protection need of most men is a guaranteed cash fund for their families. The lowest-rate kind of life insurance you can buy to meet this need is term insurance — *pure protection* for the years your family needs it most. Patriot's "Ratemaster" policy now offers you this protection at remarkably low rates.

Send For Your Policy Today!

Simply fill out the application printed on this page, and send it to Patriot. If you're accepted, we'll mail your policy promptly on a 10-day, no-obligation basis. After you have read it, either return it within 10 days or send in your first premium payment. Surely you owe it to yourself to investigate this unusual offer . . . particularly when you can do so without cost or obligation.

*Based on published rates for similar policies issued by the top 50 U.S. companies, ranked according to amount of insurance in force.

PATRIOT LIFE INSURANCE COMPANY
ONE PARK AVENUE, NEW YORK 16, NEW YORK
Copyright 1957 by Patriot Life Insurance Company, One Park Avenue, New York 16, N. Y.



\$2,500 RATEMASTER POLICY

15 Year Term Insurance with Double Indemnity

For \$5,000, \$7,500 or \$10,000 policy, multiply these rates by 2, 3 or 4.

Four Convenient Payment Plans—Select The One You Prefer

*Age	Annual	Semi-Annual	Quarterly	Monthly	*Age	Annual	Semi-Annual	Quarterly	Monthly
1 to 19					RateMASTER not issued at these ages. Write for information about plans available.				
20	\$16.10	\$ 8.20	\$ 4.35	\$1.60	36	24.40	12.45	6.60	2.40
21	16.20	8.25	4.40	1.60	37	25.70	13.10	6.95	2.55
22	16.30	8.35	4.40	1.60	38	27.15	13.85	7.35	2.70
23	16.45	8.40	4.45	1.60	39	28.75	14.70	7.80	2.85
24	16.65	8.50	4.50	1.65	40	30.60	15.55	8.25	3.00
25	16.90	8.65	4.60	1.65	41	32.35	16.50	8.75	3.15
26	17.20	8.80	4.65	1.70	42	34.40	17.55	9.30	3.35
27	17.55	8.95	4.75	1.75	43	36.60	18.65	9.90	3.55
28	18.00	9.20	4.85	1.80	44	39.05	19.90	10.55	3.75
29	18.50	9.45	5.00	1.85	45	41.70	21.25	11.25	4.00
30	19.05	9.70	5.15	1.90	46	44.55	22.75	12.05	4.25
31	19.70	10.05	5.35	1.95	47	47.70	24.35	12.90	4.55
32	20.40	10.40	5.55	2.00	48	51.20	26.10	13.85	4.85
33	21.25	10.85	5.75	2.10	49	55.05	28.10	14.90	5.20
34	22.25	11.35	6.00	2.20	50	59.40	30.30	16.05	5.60
35	23.25	11.85	6.30	2.30	RateMASTER not issued at these ages. Write for information about plans available.				
					*Your age on your nearest birthday.				

†At age 43 or under the Ratemaster premium is less than half the rate for ordinary insurance; over age 43, somewhat more than half.

SEND NO MONEY—MAIL YOUR APPLICATION TODAY!

PATRIOT LIFE INSURANCE COMPANY

ONE PARK AVENUE, NEW YORK 16, N. Y.

(Use this application for ages 15-65 only. Please print answers.)

Your Name first middle last Male ☐ Female ☐

Home Address number and street city, zone, state Duties or job title

Employed by

Height ft.-inches Weight pounds Date of birth month, day, year

Kind of Policy **RATEMASTER With Double Indemnity** Amount of Insurance ☐ \$2,500 ☐ \$ 7,500 ☐ \$5,000 ☐ \$10,000

Premium Plan: ☐ Annual ☐ Semi-ann. ☐ Quarterly ☐ Monthly Amount of Premium \$ Patriot policies now carried \$

Name of Beneficiary first middle last How related to you?

Has any life insurance company ever offered you a policy at higher than standard rates, or refused to insure you? ☐ Yes ☐ No

Have you ever had or been treated for heart trouble or high blood pressure; cancer, diabetes, alcoholism, tuberculosis, epilepsy or nervous disorder; stomach trouble or any ailment of the kidneys, gall bladder or liver? ☐ Yes ☐ No

Have you been treated by, or received medical advice from, a doctor during the past two years? ☐ Yes ☐ No

Please explain fully any "yes" answer. (Include date, reason, name and address of doctor who attended you.)

.....

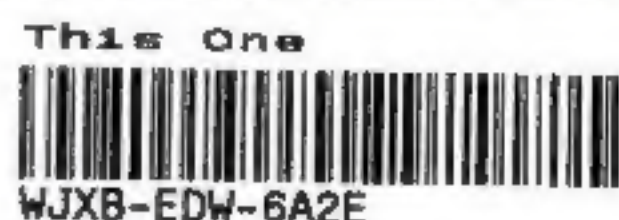
.....

.....

The above answers are complete and true, and any physician who has examined or treated me is authorized to disclose any information thereby acquired. I agree that the insurance will become effective only when, while I am in good health, a policy is delivered to me and the first premium is paid in full and accepted by the Company. If the policy delivered differs from that applied for, this application shall be for such policy, except that no change shall be made as to amount, classification, plan or benefits, unless agreed to in writing by me.

Date 19..... Signed: 10-127 362

☐ PLEASE SEND ME ADDITIONAL APPLICATIONS FOR AGES



Happy, happy Democrats

As Congress winds up they celebrate a job done on the Administration—and greet a new senator who really did a job on the G.O.P. in Wisconsin.



SENATOR PROXMIRE

Russia's missile—and ours

A drawing based on expert interpretation shows how the new Russian missile probably looks and works. With it: America's missile arsenal.



TAIL OF RED MISSILE

Crime in the U.S., Part I



GANG MEMBERS IN NEW YORK CITY

Do the people who complain of crime waves know what they are talking about? The first instalment of major new LIFE series gets to the root of the question by exploring the validity of crime statistics. Nine pages of color photographs show the atmosphere of crime.

Go steady or play the field?

LIFE asks teen-agers and parents what they think about going steady. A pictorial essay reports the debate, shows some current practices.



TEEN-AGE PAIR

'Viva' Little Leaguers

Little League champs from Monterrey, Mexico have fun with fame on a bug-eyed trip to New York and heroes' receptions in two capitals.



CHAMP AND TROPHY

24

COVER

Youthful gang members, wearing characteristic jackets, congregate near a street corner in New York (pp. 46-70)

THE WEEK'S EVENTS

Democrats rub it in and crow: as Congress adjourns they give the Administration lumps on Capitol Hill and in Wisconsin

A Look at the World's Week

Mighty Red missile: a good guess on how Russian intercontinental rocket works and a look at what the U.S. has

24
32

39

EDITORIAL

Another kind of public enemy—Jimmy Hoffa

34

ARTICLE

Crime in the U.S.: the cries of "Crime Wave" grow louder but an effective counterattack is delayed because we do not use modern way of pinning down facts. By Robert Wallace. The atmosphere of crime, photographed by Gordon Parks. Part I of a major LIFE series

46

PHOTOGRAPHIC ESSAY

Debate about going steady: parents, teen-agers differ on a spreading U.S. custom

94

CLOSE-UP

25th anniversaries for two radio queens

75

FASHION

Swoon over old raccoons leads to new style in furs

83

ARCHITECTURE

A red tower to replace Carnegie Hall

91

BOOKS

A trial over poems in San Francisco calls attention to a lively literary colony

105

MOVIES

A romp of labor and love: *Pajama Game*

113

PARTY

A dream trip for tiny heroes: Little League champs from Mexico on a U.S. tour

116

OTHER DEPARTMENTS

Speaking of Pictures: album of happier dog days from a spaniel fancier in legal trouble

8

Letters to the Editors

17

Miscellany: a candid music critic

124

© 1957 TIME INC. ALL RIGHTS RESERVED UNDER INTERNATIONAL AND PAN-AMERICAN COPYRIGHT CONVENTIONS. REPRODUCTION IN WHOLE OR PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROHIBITED

The following list shows the sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

- COVER—PAINTING BY ROBERT WEAVER
 2—GREY VILLET—DRAWING BY MATT GREENE—PAINTING BY ROBERT WEAVER—FRANK HORCH FROM GBA—ROBERT W. KELLEY
 3, 9—LT. KENNETH S. PATTERSON (4)—ST. LEVITON—ATLANTA—ROYCE CRAIG FOR TULSA TRIBUNE, A. T. OWEN
 17—T. AL. PANZERA FOR FORT WORTH STAR-TELEGRAM
 24, 25—GREY VILLET
 26, 27—DOT. LT. GREY VILLET; COR. GREY VILLET—MAP BY TONY SODARO; ST. GREY VILLET (3)
 28—GREY VILLET, FRANCIS MILLER (2)—GREY VILLET
 29—LT. ROBERT W. KELLEY—ROBERT PHILLIPS FROM U.S.; ST. ROBERT W. KELLEY
 30—DON CRAVENS FROM U.S. A.P., THE FENLY STUDIO—DON CRAVENS FROM U.S.; ROBERT PHILLIPS FROM U.S.
 31—ROBERT PHILLIPS FROM U.S.
 32, 33—LT. ITALY'S NEWS PHOTOS—MARGLO WHYTE FOR TORONTO TELEGRAM, BOB HENRIQUES; ST. TONY ARMSTRONG-JONES
 39—DRAWING BY MATT GREENE—MAP BY TONY SODARO
 40, 41—DRAWINGS BY ELMER WEXLER
 42—CARL (WASAKI)—RALPH CRANE
 43—DOT. INT.
 50—BURTON GLINN FROM MAGNUM
 57—REPRINTED FROM THE NATIONAL POLICE GAZETTE
 67—JON BRENNES
 67—BOB HENRIQUES
 68—THE JACOB A. RUIS COLLECTION, MUSEUM OF THE CITY OF NEW YORK
 70—GORDON PARKS
 71—VERNER REED—MARSHA HOLMES
 72—VERNER REED EXC. DOT. MARTHA HOLMES
 73—CORPUS CBS EXC. THIRD ROW GEN. MAURICE SET. HOUR AND DOT. LT. TALBOT
 83—ST. NINA LEEN
 84—DENNIS STOCK FROM MAGNUM—NINA LEEN
 85—NINA LEEN
 91—ST. APRENTICE RENDERING BY HELMUT JACOBY
 94, 95—FRANK HORCH FROM GBA EXC. ST. GREY VILLET
 96, 97—FRANK HORCH FROM GBA, GREY VILLET—LEONARD MCCOMBE
 98, 99—CLYDE HARE, JOE SCHERSCHEL, (3)—CLYDE HARE (2), VALE JOEL
 100, 101—LEONARD MCCOMBE—GREY VILLET, DON CRAVENS FROM U.S. A.P.
 102, 103—DON CRAVENS FROM U.S.
 104—ROBERT LACKENBACH EXC. ST. ST. R. FARMAN
 105, 107—N. R. FARMAN
 108—N. R. FARMAN EXC. T. BRUCE L. DAVIDSON
 113—PAT CLARK FOR WARNER BROS.
 114—FLOYD MCCARTY FOR WARNER BROS. EXC. DOT. PAT CLARK FOR WARNER BROS.
 116 THROUGH 121—ROBERT W. KELLEY
 122—JUAN GUZMAN
 124—C. A. HERBEL

ABBREVIATIONS: DOT., BOTTOM; EXC., EXCEPT; GEN., CENTER; LT., LEFT; ST., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; INT., INTERNATIONAL; THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO REPRODUCTION WITHIN THE UNITED STATES OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

LIFE
SEPTEMBER 9, 1957

LIFE IS PUBLISHED WEEKLY BY TIME INC., 40 R. MCGRAW AVE., CHICAGO 16, ILL. PRINTED IN U. S. A. ENTERED AS SECOND-CLASS MATTER NOVEMBER 16, 1946 AT THE POSTOFFICE AT CHICAGO, ILL. UNDER THE ACT OF MARCH 3, 1879. AUTHORIZED BY POSTOFFICE DEPARTMENT, OTTAWA, CANADA, AS SECOND CLASS MATTER. SUBSCRIPTIONS \$2.50 A YEAR IN U. S. A. \$3.00 IN CANADA.

VOLUME 43
NUMBER 11

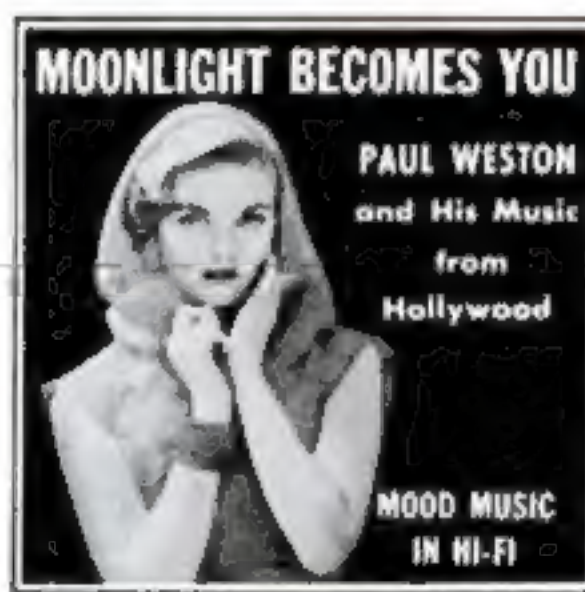
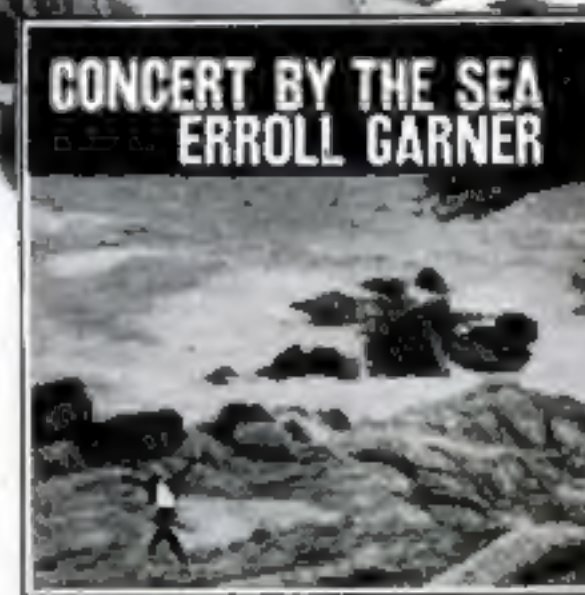
The most exciting **high fidelity** performances ever offered
to new members of the Columbia @ Record Club

Free-Any 3

of these superb High-Fidelity

12" COLUMBIA @ RECORDS

if you join the Columbia @ Record Club now—and agree to
purchase 4 selections during the coming 12 months



YES! You may have, FREE, ANY 3 of these best-selling 12" Columbia @ records. We make this unique offer to introduce you to the money-saving program of the Columbia @ Record Club . . . a program that selects for you each month the greatest works in every field of music—performed by the world's finest artists, brilliantly reproduced on Columbia @ records.

HOW THE CLUB OPERATES: To enjoy the Club's benefits—mail the coupon, indicating which one of the four Club Divisions best suits your musical taste: Classical; Jazz; Listening and Dancing; Broadway, Movies, Television and Musical Comedies.

Each month you will receive free the Club Magazine which describes the current selections in all four Divisions. You may accept or reject the monthly selection for your Division . . . or take records from the other Club Divisions . . . thereby assuring you the widest possible choice of recorded entertainment. Or you may tell us to send you NO record in any month. Your only obligation is to purchase four selections from the more than 100 that will be offered during the next 12 months. The records you want are mailed and billed to you at only \$3.98 (original cast Musical Shows somewhat higher), plus a small mailing charge.

FREE BONUS RECORDS GIVEN REGULARLY: The three records sent to you now represent an "advance" of the Club's bonus system—given to you at once. After you have fulfilled your membership obligation by purchasing four records, you will receive an additional free Bonus record of your choice for every two additional Club selections you accept. Bonus records are 12" Columbia @ records—the very best of the world-famous Columbia @ catalog—just like those shown here.

Indicate on the coupon which three records you want free, and the Division you prefer. Then mail the coupon at once. You must be delighted with membership or you may cancel it by returning the free records within 10 days.

COLUMBIA @ RECORD CLUB Terre Haute, Ind.

© Columbia, @, @ Music Corp.

FREE—ANY 3—VALUE UP TO \$12.94—MAIL ENTIRE COUPON NOW!

COLUMBIA @ RECORD CLUB, Dept. 245
TERRE HAUTE, INDIANA

Please send me as my FREE gift the 3 records indicated here:
(Select the records you want by circling 3 numbers in the list at the right) . . . and enroll me in the following Division of the Club:

(check one box only)

☐ Classical ☐ Listening and Dancing ☐ Jazz
☐ Broadway, Movies, Television and Musical Comedies

Each month you will send me the Columbia @ Record Club Magazine which describes the records offered in all four Club Divisions. I have the privilege of accepting the monthly selection in the Division checked above, or any other selection described, or none at all. My only obligation is to purchase four records in the next 12 months at the regular list price plus a small mailing charge. After accepting four records, I will receive a free Bonus record for every two additional records I purchase. If not delighted with membership, I may cancel within 10 days by returning all records.

Name (Please Print)

Address

City Zone State

CANADA: Prices slightly higher. Address 11-13 Bloor St., Toronto 28
If you wish to have this membership credited to an established Columbia Records dealer, authorization to accept subscriptions, please fill in the following information:

Dealer's Name

Dealer's Address 75

CIRCLE THE NUMBERS OF THE 3 RECORDS YOU WANT

1. Beethoven: "Moonlight" Sonata; "Pathétique" Sonata; "Appassionata" Sonata. Rudolf Serkin, piano.
2. The Voice: Frank Sinatra in 12 songs that first made him famous—Lover, Fools Rush In, etc.
3. King of Swing: Vol. 1 Benny Goodman and Original Orch., Trio, Quartet, Sextet, High, Moonlight—9 more.
4. My Fair Lady: Original Broadway Cast recording with Rex Harrison and Julie Andrews. The complete score including The Rain in Spain, I Could Have Danced All Night—14 more.
5. The Great Melodies of Tchaikovsky: Philadelphia Orch., Ormandy, conductor, 4 memorable selections.
6. Moonlight Becomes You: Here's mood music in HI-FI—Paul Weston and his Music from Hollywood, 12 songs.
7. Ellington Uptown: Duke Ellington and Orchestra perform Skin Deep, The Mooche, Perdido—3 more.
8. Levant Plays Gershwin: 3 works—Rhapsody in Blue; Concerto in F; An American in Paris.
9. Day By Day: Doris Day sings 12 popular songs—including The Song Is You, Autumn Leaves, etc.
10. Rimsky-Korsakov: Scheherazade: Philadelphia Orch., Ormandy, conductor. A superb performance of this exotic score.
11. Music of Jerome Kern: Andre Kostelanetz and his Orchestra play 20 Kern favorites.
12. Concert by the Sea: Erroll Garner in an actual jazz performance at Carmel, Calif. Teach Me Tonight, Where or When, I'll Remember April—8 more.

LAST 7 DAYS TO SAVE

Price goes up to \$59.50
on September 17

Sealy

\$44⁵⁰

REGULARLY \$59.50

BUTTON-FREE
"ENCHANTED NIGHTS"
MATTRESS

YOU
SAVE \$15

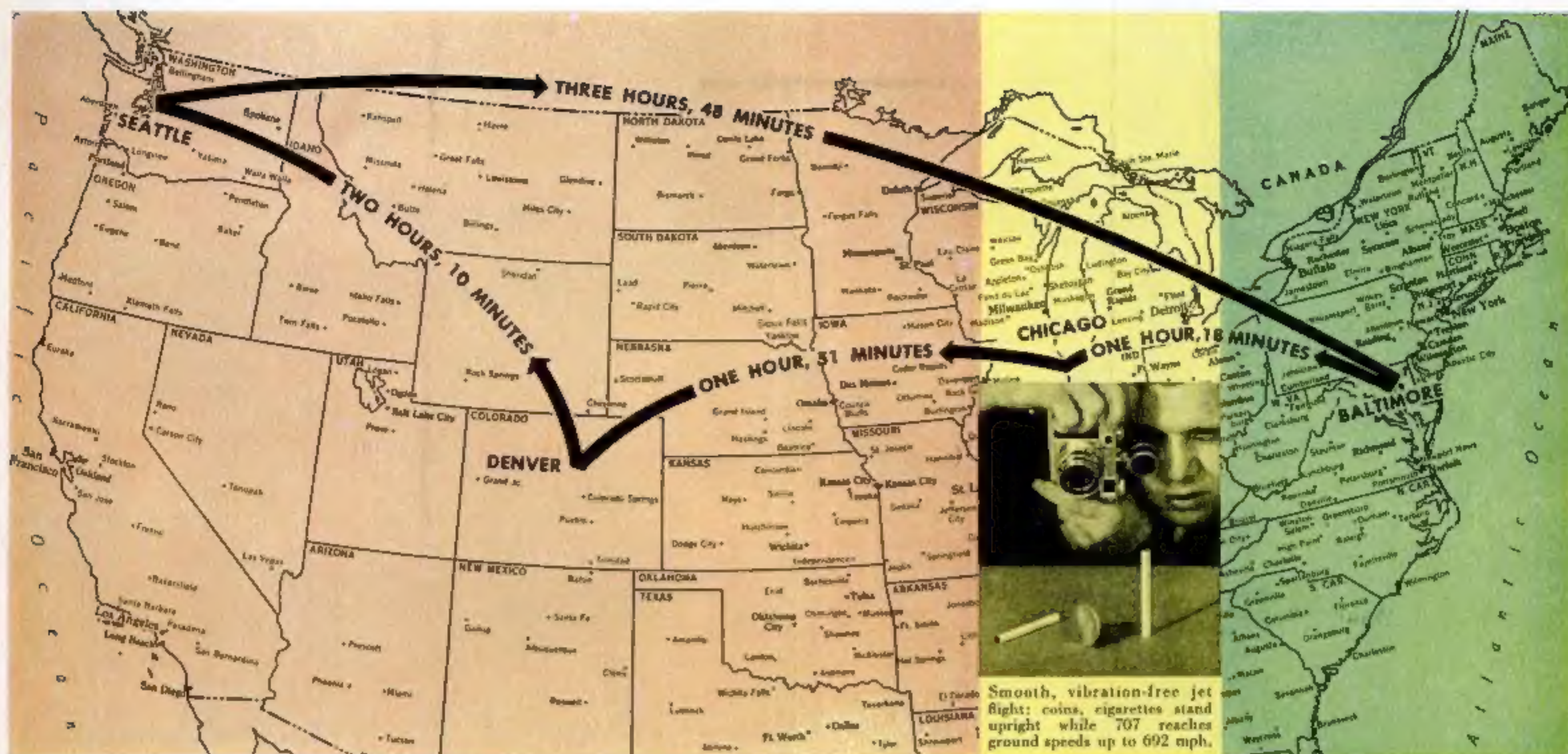
During Sealy's Golden Sleep Sale

Just one more week to save on this Sealy "Enchanted Nights." It's button-free—smooth as a mattress can be! Healthfully firm as a mattress should be! Sealy tru-balance innerspring unit. Exclusive decorator-designed cover. Pre-built borders. Tested for ten years' use.

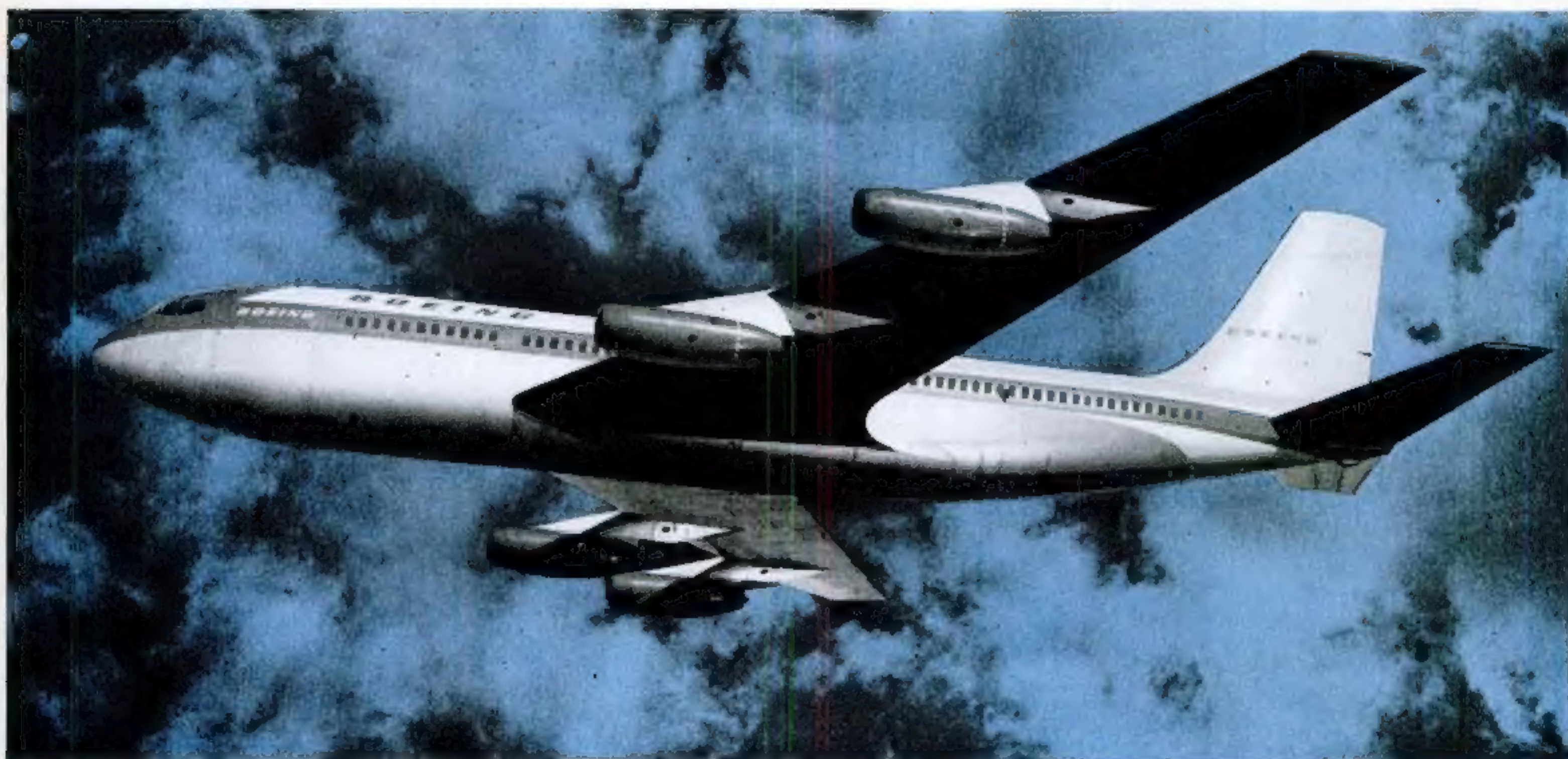
Matching box spring,
regularly \$59.50
\$44.50



MADE BY THE MAKERS OF THE \$79.50 Sealy PICTURE PERFECT®



In the only American jetliner now flying—the Boeing 707—newsmen recently flew coast-to-coast in 3 hours, 48 minutes, a new transport record. Their report on 707 jet flight: Quiet. Smooth. Exhilarating!



Around the world...across the country—jet aircraft built by Boeing are repeatedly demonstrating their advanced performance and reliability. Such demonstrations are a preview of what *you* can expect from the 707—America's first jet transport.

These airlines already have ordered 707s: AIR FRANCE • AIR INDIA • AMERICAN • B.O.A.C. • BRANIFF • CONTINENTAL • LUFTHANSA • PAN AMERICAN • QANTAS • SABENA • TWA

BOEING 707



*This is the official Arnel symbol—evidence that this fabric of this new triacetate fiber has been pre-tested for performance claimed.

ARNEL*

A MILLION DOLLAR FABRIC ARRIVES

It feels like a million dollars

machine washes without ironing

comes in everything from dresses to men's shirts—

VOCAMA, the year's luxury fabric

made with ARNEL . . .

ARNEL TRIACETATE, the new Celanese ease of care fiber, and nylon make Winkler's Vocama a brand new fabric experience. Some say it's like the very softest doe-skin, others compare it to velvet, to suede, to cashmere. It's been likened to rose petals and pussy willows. It's irresistible to the touch. Yet you can safely toss it in the washing machine, tumble dry, and wear it without ironing.

Vocama is waiting for you right now in wonderful fashions for men, women and children—so many that we simply cannot show them here. One picture—ten pictures—a hundred pictures could never show you the million dollar beauty of Vocama made with Arnel. But when you see for yourself the fashions for men, women and children, you'll know how eagerly the fashion world has welcomed Vocama!

For stores carrying Vocama merchandise please see our list further on in this issue.

Celanese Corporation of America, New York 16. Celinsote® Arnel®

A *Celanese* CONTEMPORARY FIBER



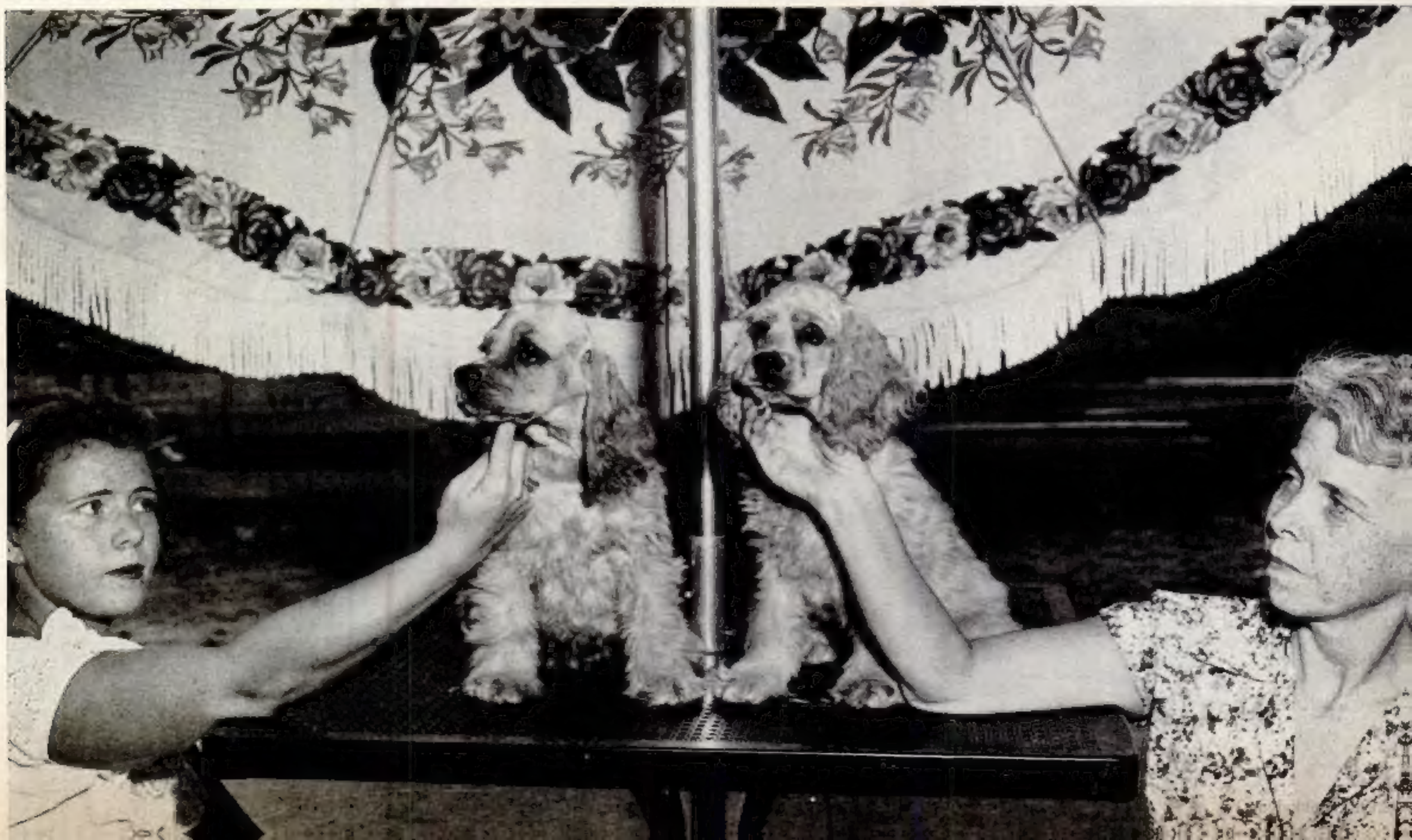
CANINE EXECUTIVE pose, with Rise and Shine dictating to secretary, was suggested by Mrs. Gray.



POOCH AT PIANO also shows Rise and Shine. In 1954 he won Best in Show at Westminster show.



UNDER POOLSIDE UMBRELLA THE GRAYS SHOW OFF DOGS AND FAMILY FRECKLES WHICH BETRAYED THEM WHEN THE FBI CIRCULATED THEIR DESCRIPTION





SPEAKING OF PICTURES



← **CHRISTMAS CARD POSE** of puppies was set up for a magazine advertisement of Mrs. Gray's kennels and for her greeting cards. She usually knew just what plot it is she wanted. Patterson said.

TROPHY LINEUP shows living room shot of painting of Mrs. Gray surrounded by trophies her dogs have won and topped by painting of Rose and Shine. She holds another favorite called Pat Lee.

ALBUM OF HAPPIER DOG DAYS

A jailed spaniel owner was fond of gag poses

Janet R. Gray and her daughter Candy of Atlanta were proud of their expensive cocker spaniels, whose number included half a dozen champions and Rise and Shine, probably the best-known cocker in U.S. show circles. Mrs. Gray liked to have her dogs photographed and was always calling in Ken Patterson, a photographer for the *Atlanta Journal*, to take them in all kinds of cute poses.

The corny but amusing pictures might never have been seen by anybody except those interested in the Grays and their dogs. But last month the medical clinic where Mrs. Gray worked as business manager discovered a \$100,000 shortage just as Janet and Candy skipped town with four cars, one of them an air-conditioned Lincoln, a truckload of antiques and two dozen of the best cockers. A fortnight ago in Tulsa, Okla. the FBI picked up the Grays, whose real name is Burton, and different kinds of pictures were taken of the pair and their pets.

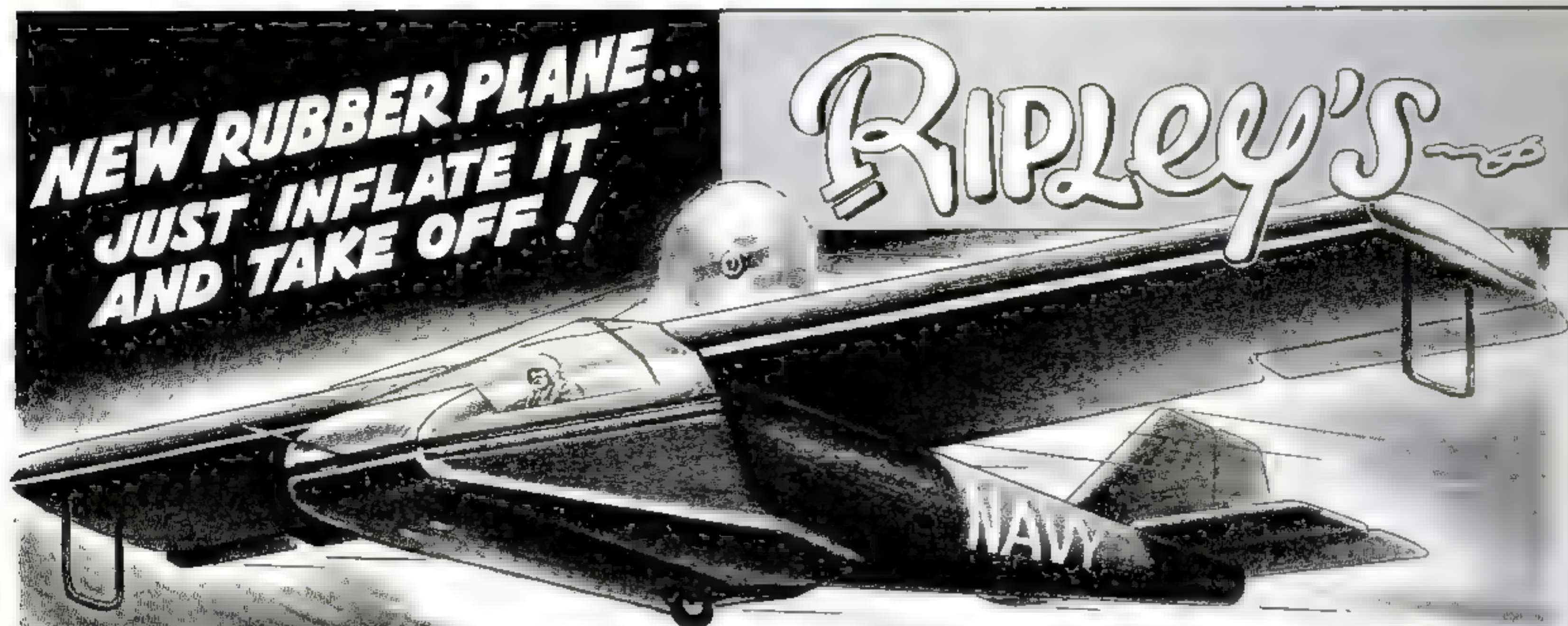


TRAPPED IN TULSA, Janet and Candy (both in dark glasses) leave the Federal Building for jail.

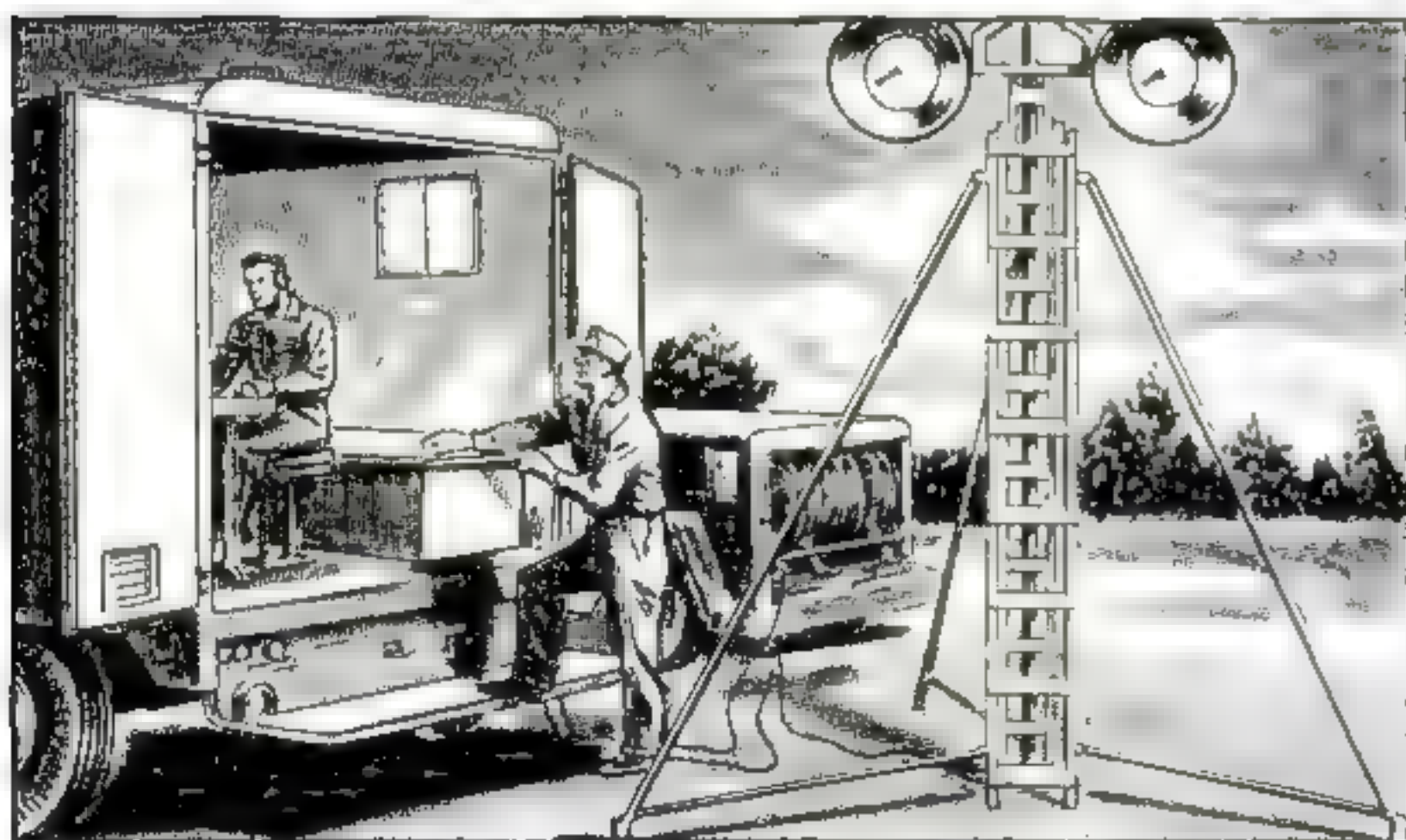
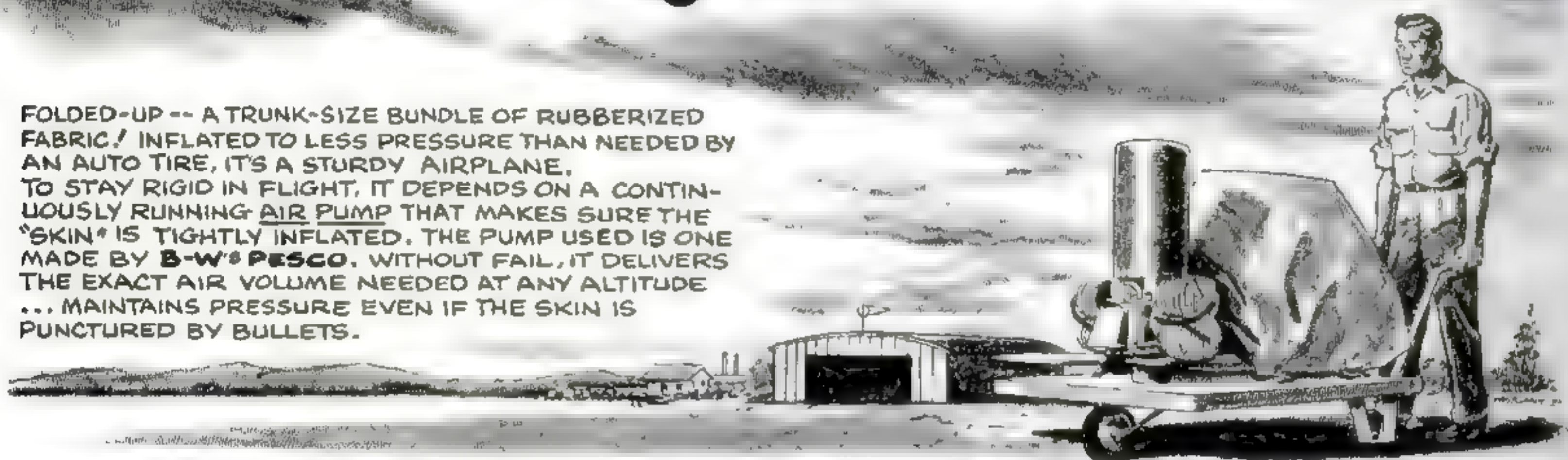


RISE AND SHINE (CENTER) AND COMPANIONS WAIT IN TULSA DOG POUND →

**NEW RUBBER PLANE...
JUST INFLATE IT
AND TAKE OFF!**



FOLDED-UP -- A TRUNK-SIZE BUNDLE OF RUBBERIZED FABRIC! INFLATED TO LESS PRESSURE THAN NEEDED BY AN AUTO TIRE, IT'S A STURDY AIRPLANE. TO STAY RIGID IN FLIGHT, IT DEPENDS ON A CONTINUOUSLY RUNNING AIR PUMP THAT MAKES SURE THE "SKIN" IS TIGHTLY INFLATED. THE PUMP USED IS ONE MADE BY B-W'S PESCO. WITHOUT FAIL, IT DELIVERS THE EXACT AIR VOLUME NEEDED AT ANY ALTITUDE ... MAINTAINS PRESSURE EVEN IF THE SKIN IS PUNCTURED BY BULLETS.



KEEPING AMERICA'S AIR WARNING SYSTEM ON THE BEAM! U.S. DEFENSE DEPENDS ON FAR-SEEING RADAR BEAMS OF COASTLINE GUARD STATIONS. THEY MUST SPOT INVADING AIRCRAFT ACCURATELY. SO RADAR BEAMS ARE REGULARLY TESTED FOR AIM BY COMPLEX ELECTRONIC ORIENTATION UNITS DEVELOPED BY B-W'S BYRON JACKSON ELECTRONICS. THE UNITS WORK LIKE TARGETS...TELL IF A RADAR BEAM HITS TRUE. TRUCK-MOUNTED, EACH UNIT KEEPS SEVERAL STATIONS "ZEROED IN."



NEW CONCRETE--SO LIGHT IT FLOATS LIKE A CORK! USED FOR INSULATING, IT'S 87% LIGHTER IN WEIGHT THAN REGULAR CONCRETE--SO LIGHT IT FLOATS. TO MAKE IT, A SPECIAL CHEMICAL FROM B-W'S REFLECTAL IS ADDED TO SAND-CEMENT MIX. CALLED BETOCEL®, IT CREATES IN THE CONCRETE BILLIONS OF TINY AIR BUBBLES THAT GIVE HIGH INSULATING ABILITY. THE CONCRETE CAN BE POURED FOR ROOFS AND FLOORS OR CAST INTO STRONG BLOCKS AND SLABS.






**DESIGN IT BETTER...
MAKE IT BETTER**

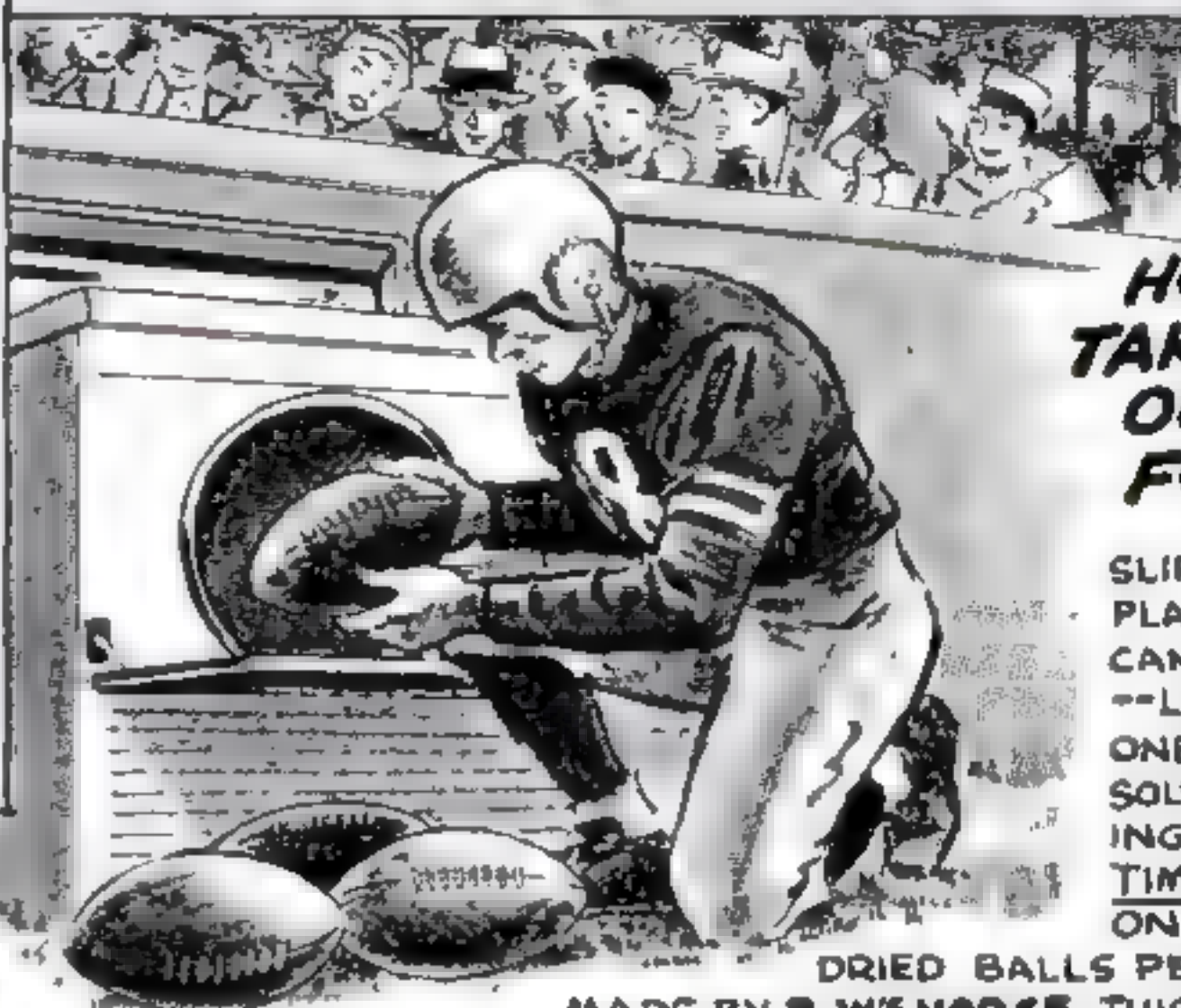
BORG-WARNER®

Believe It or Not!



BORG-WARNER SKILL AND INGENUITY BENEFIT ALMOST EVERY AMERICAN EVERY DAY THROUGH THE AUTOMOTIVE, AVIATION, MARINE, FARM MACHINERY AND HOME EQUIPMENT FIELDS!

19 OUT OF THE 20 MAKES OF CARS  **CONTAIN ESSENTIAL B-W PARTS. EVERY COMMERCIAL PLANE**  **AND MANY SHIPS**  **HAVE VITAL B-W COMPONENTS. 9 OUT OF 10 FARMS USE B-W EQUIPPED MACHINES.**  **EVERY OIL FIELD USES B-W EQUIPMENT. MILLIONS OF HOMES HAVE B-W BUILDING MATERIALS, EQUIPMENT AND APPLIANCES.** 



HOME DRYER TAKES FUMBLES OUT OF WET FOOTBALLS!

WATER-SOAKED, SLIPPERY FOOTBALLS CAUSE PLAYER ERRORS. FOOTBALLS CAN'T JUST BE WIPE DRY -- LEATHER HOLDS MOISTURE. ONE FAMOUS PRO TEAM SOLVED THE PROBLEM INGENUOUSLY. THEY USED A TIMELINE* CLOTHES DRYER ON THE SIDELINES...

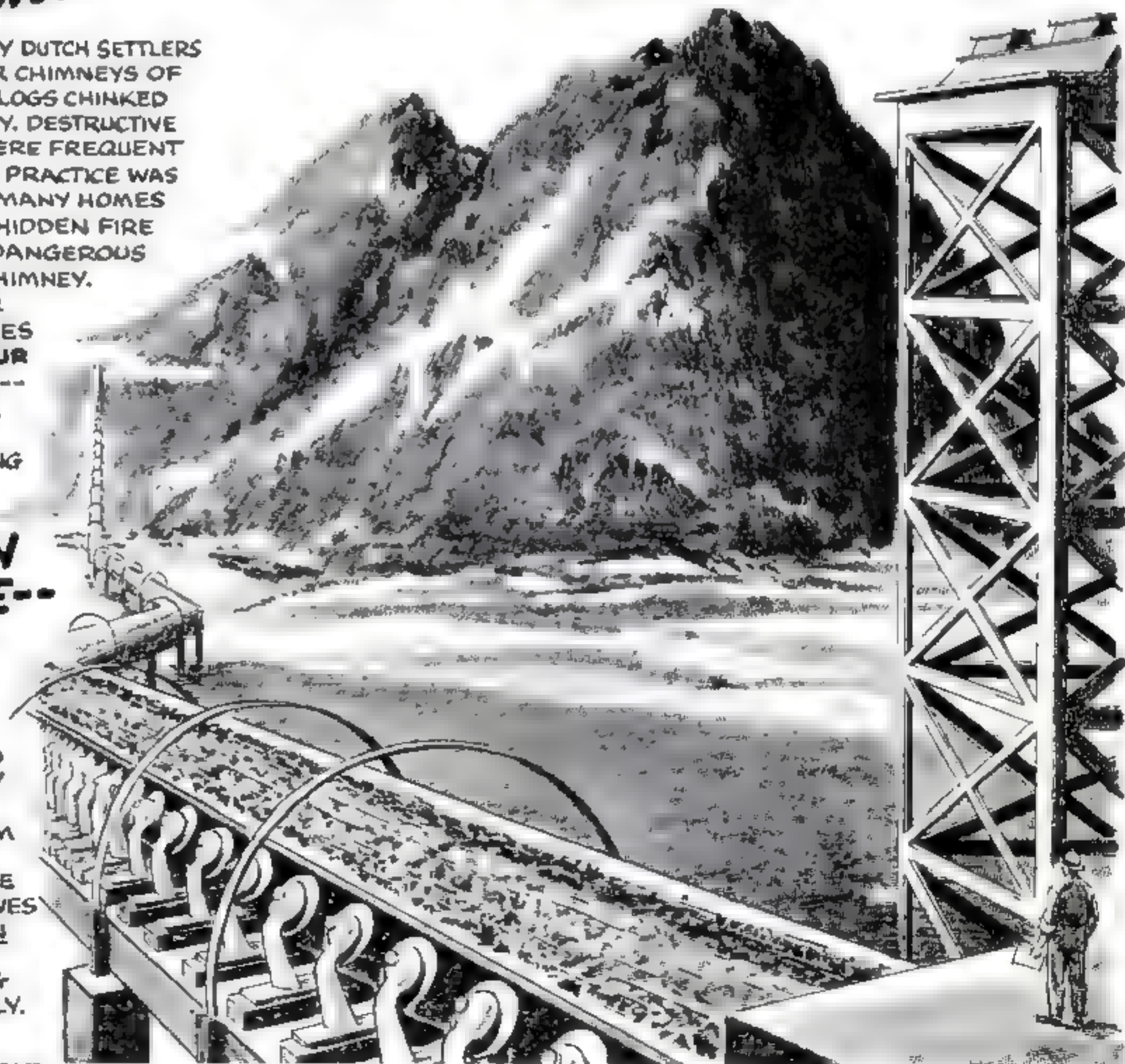
DRIED BALLS PERFECTLY IN MINUTES. MADE BY B-W'S NORGE. THIS HOME DRYER COMBINES LOW HEAT WITH HIGH AIR VOLUME TO DRY ANYTHING SAFELY.

IN OLD NEW YORK CHIMNEYS WERE MADE OF WOOD!

EARLY DUTCH SETTLERS BUILT THEIR CHIMNEYS OF SMALL LOGS CHINKED WITH CLAY. DESTRUCTIVE FIRES WERE FREQUENT TILL THE PRACTICE WAS BANNED. MANY HOMES TODAY HAVE HIDDEN FIRE HAZARDS AS DANGEROUS AS A WOODEN CHIMNEY. THEY CAUSE OVER 491,000 HOME FIRES YEARLY. MAKE YOUR HOME FIRE-SAFE -- CLEAN UP RUBBISH, CHECK ELECTRICAL WIRING AND HEATING SYSTEM.

MOVING A MOUNTAIN INTO GREAT SALT LAKE-- 75,000 TONS A DAY!

A 13-MILE RAILWAY ROADBED RIGHT ACROSS GREAT SALT LAKE! TO SUPPLY NEEDED FILL, AN ENTIRE MOUNTAIN IS BEING TRANSPORTED FROM 2 MILES AWAY ON HUGE, CONTINUOUS BELT CONVEYORS. TREMENDOUS CAPACITY OF THE CONVEYORS DEMANDS EXTRA RUGGED DRIVES TO DELIVER ENGINE POWER TO THEM. CHAIN DRIVES FROM B-W'S MORSE CHAIN WERE CHOSEN. THESE KEEP THE BELTS WHIRLING OUT A 75,000-TON STREAM OF GRAVEL DAILY. THEY'LL MOVE OVER 30 MILLION TONS BEFORE THE JOB IS DONE!



These units form BORG-WARNER, Executive Offices, 310 S. Michigan Ave., Chicago • Research Center, Des Plaines, Ill. DIVISIONS: ATKINS SAW • BORG & BECK • BUILDER SALES • BYRON JACKSON • CALUMET STEEL • DETECTOLAB • FRANKLIN STEEL • INGERSOLL CONDITIONED AIR • INGERSOLL HUMPHRIES • INGERSOLL KALAMAZOO • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • MARSON CHEMICAL • MARVEL-SCHIEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • NORGE PESCO PRODUCTS • PRIMOR PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WOOSTER DIVISION • YORK. SUBSIDIARIES: B-W ACCEPTANCE CORP. • BORG-WARNER INTERNATIONAL • BORG-WARNER, LTD. • BORG-WARNER SERVICE PARTS • BYRON JACKSON OF CANADA, LTD. • BJ SERVICE, INC. • BJ ELECTRONICS • BERHARDT-DENVER • LONG MFG., LTD. • MORSE CHAIN • MORSE CHAIN OF CANADA, LTD. • REFLECTAL • WARNER GEAR, LTD. • WESTON HYDRAULICS, LTD.



YOU NEVER HAD **VODKA** SO GOOD



Make it with **ARROW VODKA**...and smack your lips! No matter which is **YOUR** favorite drink, there's something different, better, and oh, so much *smoother* when it's made with **ARROW VODKA**. . . *You never had Vodka so good!*

FREE Send for this new, unusual Recipe Booklet . . . shows you how professional bartenders mix the popular Vodka and other drinks quickly and easily . . . Address Dept. V.



ARROW LIQUEURS CORP., DETROIT 7, MICHIGAN
DISTILLED FROM GRAIN, 80 and 100 PROOF

LIFE

EDITOR-IN-CHIEF Henry R. Luce
PRESIDENT Roy E. Larsen

MANAGING EDITOR Edward K. Thompson
DEPUTY MANAGING EDITOR Robert T. Egan
ASSISTANT MANAGING EDITORS Philip H. Wootton Jr., George P. Hunt

John K. Jessop CHIEF EDITORIAL WRITER
Charles Tudor ART DIRECTOR
Joseph Kastner COPY EDITOR
Marian A. MacPhail CHIEF OF RESEARCH
Ray Mackland PICTURE EDITOR
SENIOR EDITORS: Donald Birmingham, Gene Farmer, Jay Gold, William Gray, Kenneth MacLennan, Hugh Moffatt, Tom Pruden, Sam Welles.

STAFF WRITERS: Herbert Brown, William Brinkley, Roger Butterfield, Robert Coughlin, William Miller, John Osborne, Robert Wallace.

PHOTOGRAPHIC STAFF: Margaret Bourke-White, Edward Clark, Ralph Crane, Lucius Dorn, John Dominus, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farberman, Andreas Feininger, Albert Fenn, Eric Guro, Allan Grant, Yag Joel Mark Kauffman, Robert W. Kelley, Dmitri Kessel, Nina Leen, Thomas McAvoy, Leonard McCombe, Francis Miler, Ralph Morse, Carl Mydans, Gordon Parks, Michael Rousner, Walter Sanders, Frank J. Scheraga, Joe Scheraga, Paul Schutzer, George Silk, Howard Sochurek, Peter Stackpole, Gray Villet, Hank Walker, James Whitmore.

ASSISTANT PICTURE EDITORS: Frank Campano, Lee Ewing.

FILE EDITORS: Margaret Barge, Nancy Bragdon, Barbara Brewster.

ASSOCIATE EDITORS: Oliver Allen, Ralph Graves, Mary Hamman, Leno Hobbs, Sally Kirkland, Marshall Smith, John Thorne, Keith Wheeler, A. B. C. Whipple, Warren Young.

ASSISTANT EDITORS: Robert Ajemian, David Bergman, Earl Brown, Peter Buntzel, Mathilde Cusack, Robert Campbell, Charles Chaplin, Wilbur Cross, Anne Denny, John Dille, Robert Drow, Terry Drucker, Nancy Genet, W. K. Goodrick, Muriel Hall, Patricia Hunt, Edward Korn, Landon Knight, Jerry Korn, Mary Leatherbee, Jessamine LeMunnier, James Lipscomb, Richard Merymann, Jack Newcombe, Eleanor Parish, Joseph Roddy, Albert Rosenfeld, Irene Saint, David Scherman, Dorothy Seiberling, Mary Lou Skinner, John Stanton, Valerie Vundermuhl, Louisa Wainwright.

REPORTERS: Virginia Addison, Linda Ayler, Elizabeth Baker, Mary Elizabeth Barber, Margaret Bennett, Laura Bell, Richard Billings, Patricia Blake, Marjory Byers, Vivian Campbell, Helen Carlson, Barbara Cummings, Laura Ecker, Barbara Ellis, Diana Fetter, Kim Freese, Joan Gibson, Frances Gleason, Gerry Gruen, Lee Hall, Kathleen Hampton, Terry Harman, Judith Holden, Monica Horne, Alison Kalman, Nancy King, Richard Lewis, John MacDonald, Joann McQuiston, Jane Nelson, Loretta Nelson, Cara Nicola, Sheila O'Connor, Charles Osborne, John O'Quinn, William Pann, Patay Parkin, Patricia Phillips, Maya Pines, Norman Ritter, Elynn Schiff, Art Seidenbaum, Kathleen Shurtall, Ruth Silva, Jeanne Stahl, Helga Staufenbiel, Marion Steinmann, Jean Strong, Marian Taylor, Lucy Thomas, Perry Turner, Don Underwood, Marilyn Wellesley, Thomas Wheeler, Margaret Williams, Jane Wilson, Alex Witteberg, Shiraz Workman.

COPY READERS: Helen Deuell (Chief), Dorothy Olson, Lu Burke, Barbara Fuller, Virginia Hadler, Marguerite Schepps, Suzanne Seuss, Rachel Turkerman.

LAYOUT: Bernard Quint, David Stech (Associate Art Director), Margit Varva, Robert Young (Assistant Art Director), William Galanter, Hilde Adelsberger, Matt Greene, Earle Kerns, Albert Ketchum, Anthony Nalato, Richard Valdati, John Woods.

PICTURE BUREAU: Natalie Kueck (Chief), Mary Carr, Betty Doyle, Margaret Goodman, Ruth Lester, Maud Mahr.

PHOTOGRAPHIC LABORATORY: William J. Sumits (Chief), George Karas.

PICTURE LIBRARY: Alma Equeston (Chief), Doris O'Neil, Albert Kreh.

U.S. & CANADIAN NEWS SERVICE: Lawrence Laybourne (Chief), Tom Carmichael, Helen Fennell, Marshall Lumsden, George McVie, Washington James Shepley, Donald Wilson, Mary Codwalader, Will Lang, Don Schanche, Hugh Sney, Henry Seidman, Chicago T. George Harris, Roy Rowan, Jane Fates, Leon Jaroff, John McDermott, William Traubley, Paul Welch, Los Angeles Frank McCulloch, John Jenkinson, Shana Alexander, James Goode, Frank Pierson, Dave Thomas, David Zeitlin, ATLANTA Harry Johnston, Robert Mason, Richard Staley, Boston William Johnson, Wilbur Jarvis, Dallas Ward Rappleye, Jane Scholl, DAYTON: Barron Beebe, Bayard Hooper, DETROIT: Norman Nicholson, Richard Anthony, SAN FRANCISCO: Richard Pollard, John Porter, SEATTLE: Robert Schulman, Russell Sackett, OTTAWA: Arthur White, Douglas How, MONTREAL: Byron Higgins, TORONTO: Murray Galt, CALGARY: Ed Ogle.

FOREIGN NEWS SERVICE: Manfred Gottfried (Chief), John Boyle, George Catramis, London Max Wags, Norman Ross, Beatrice Dobbs, Ruth Lynard, Robert Morse, Paris Frank White, Milton Orshelsky, George Abell, Anne Chamberlin, Timothy Foute, Gabrielle Smith, David Snell, Bonn Edward Hughes, John Muliken, Rome Walter Guxardi, Dora Jane Hamblin, Johannesburg Curtis Prandergast, ATHENS Donald Burke, Istanbul Robert Neville, Beirut John Merkin, New Delhi James L. Greenfield, Hong Kong James Bell, Seoul Leavitt, James Burke, Tokyo Alexander Campbell, Mexico City Richard Graham Jr., GUATEMALA CITY: Harvey Rosenhouse, Rio de Janeiro Piero Saporiti, Buenos Aires Philip Payne.

PUBLISHER Andrew Heiskell
ADVERTISING DIRECTOR Clay Buckhout

TIFFINY UNIFORMS

A Style for Every Wear
... Wherever a Uniform
is the Right Dress!



FASHION GOES TO WORK IN...

FASHION-FAMOUS

Tiffany Uniforms

Style 0901... 8-18, 7-15... \$14.95
Non-Static 100% *Dacron Taffeta, 250 denier.
Princess Model, Italian Collar, Curved Yoke.
Wide Tucked Panels Front and Back.
Short and 3/4 Sleeves.
Also, in 100% Dupont Nylon Taffeta... \$12.95
Colors only: Aqua, Black, Blue, Pink

FABRICS BY TRAVIS
*Dupont polyester fiber

LOOK FOR THE TIFFINY LABEL
AT FINE STORES, COAST TO COAST.

TIFFINY UNIFORMS—Dept. 51
1350 Broadway, New York 18, N. Y.
Send Free Tiffany Style Booklet
Print: _____
Name: _____
Occupation: _____
Address: _____
City: _____ State: _____

Now! the NEW

Sunbeam

HOLLOW GROUND BLADE-ELECTRIC SHAVEMASTER

RAZOR

Shaves Close as a Safety Razor
with electric speed and convenience

The sensational **Blade-Electric** gives you these big advantages—the close, clean shaves of soap and blade and the speed, comfort and convenience of Electric Shaving. Sunbeam **Blade-Electric** is the only real double edge, hollow ground* blade in Electric Shaving powered by a 16-bar armature type REAL motor. Sunbeam's blade moves back and forth at lightning fast speed to give you super fast, close, comfortable **Blade-Electric** shaves.



This is how the New SUNBEAM
BLADE-ELECTRIC SHAVEMASTER
Shaves BELOW the Beard Line



Choose yours
from these
handsome colors

SURF WHITE
RANCH TAN
SADDLE BROWN
BURGUNDY
CADET GRAY
JET BLACK

Magnified cross section view shows how whiskers grow between skin mounds.

View above shows how shaving head is designed to depress skin mounds and pop up whiskers. Lightning fast action of double edge hollow ground* blade cuts whiskers at their base—below the beard line.

*Hollow ground blade is self-sharpening.

Above is the result of a Sunbeam Blade Electric shave—close, clean and smooth—BELOW THE BEARD LINE.

Ask your dealer about a FREE 14 DAY HOME TRIAL

Ask your dealer to let you take home the new **BLADE-ELECTRIC** Razor for 14 days with full return privilege and you will find out how it will shave you as close and fast as any method you have ever tried. You'll agree with millions of others that Sunbeam is America's finest Shaver.



MODEL G

Carrying case shown above can also be used as a convenient wall cradle shown at right. Available in colors to harmonize with shavers.



MODEL GZ

Genuine Leather Deluxe Zipper Case.



Look for the
MARK OF QUALITY

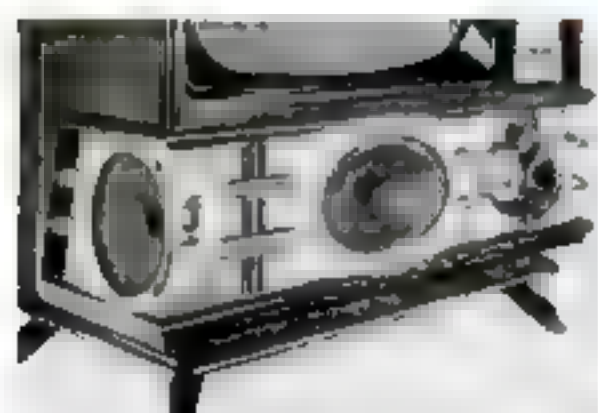
Sunbeam
THE BEST ELECTRIC APPLIANCES MADE

Famous for Electric Tools, Rain King
Garden Equipment and Power Lawn Mowers.

PHILCO ANNOUNCES HYPER-POWER TELEVISION



...a picture so much better
it demanded a new kind of sound!



NEW WRAP-AROUND SOUND!

World's first 3-speaker, wide-diffusion sound system in TV. No blast, no blare... you feel you're there. You must hear it to appreciate the difference.



NEW HYPER-POWER TUNER!

So sensitive it needs no dial at all. There's a bare panel where you'd expect a knob to be. You simply touch the panel to change the channel.



NEW HYPER-POWER CHASSIS!

Last word in advanced design. Circuits with power to spare. And all the power you get, you keep! Every circuit panel is dipped in a permanent sealer.

You need power to make a picture clear and bright!

You need power to give you true, natural sound!

You need power to bring in distant channels... to knock out interference, ghosts, flutter and snow.

That's why electronics engineers have worked for years to put more power into television receivers. Now Philco has found a way to add tremendous power to TV reception.

It's called Hyper-power... or HTV.

You'll see the difference Hyper-power makes the instant you turn on a new 1958 Philco HTV set. The picture is better, clearer, more powerful than any you've ever seen. Philco Hyper-power television gives you reserve power...

power to spare. When you see Philco Hyper-power pictures, you'll see why HTV demanded a new kind of sound...

Wrap-Around Sound!

Wrap-Around Sound is a new experience. Three separate harmonically balanced speakers, one in front and *one on each side* (a design exclusive with Philco) create a feeling of presence you've never before enjoyed in a TV set. Every note, every voice inflection comes through natural and true, whether you prefer the volume high or whisper-low.

See and hear new, powerful, dependable Philco HTV. There's a complete choice of stunning new cabinets, fine woods skillfully crafted and polished. You'd expect HTV to cost more, but it doesn't. You can own a big-screen Philco HTV set for only \$179.95!



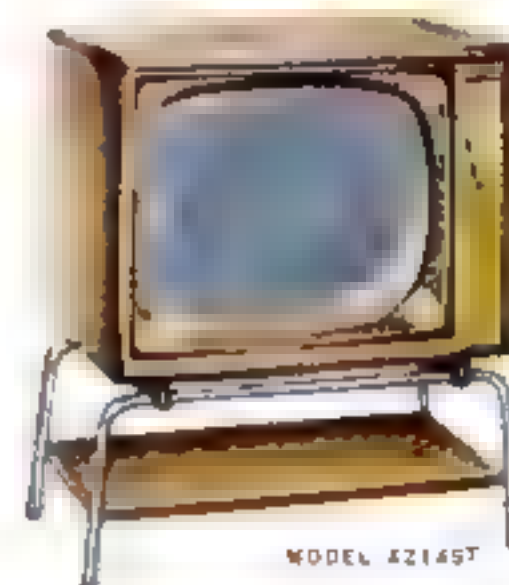
MODEL 4622M

MAGNIFICENT CONSOLE. Wrap-Around Sound system. Phono-jack. Simplified tuning. Hyper-power chassis. Big 262-sq.-in. picture. Swivel casters. Mahogany finish wood cabinet. \$279.95



MODEL 4840M

FULL-SIZE SWIVEL CONSOLE. Hyper-power chassis. Big, bright 262-sq.-in. picture. Spectacular Acoustic Lens speaker for full fidelity sound. Mahogany finish wood cabinet. \$259.95



MODEL 4214ST

CAROUSEL ENSEMBLE. Ultra-modern swivel table ensemble with roomy decorator shelf. Exclusive Sound Out Front. Hyper-power chassis. Automatic tuning. Remote control optional. \$249.95

PRICES SUBJECT TO CHANGE. SLIGHTLY HIGHER SOUTH OF MEXICO



LOOK AHEAD
... and you'll
choose

PHILCO

"MISS AMERICA" CONSOLE. Truly the most beautiful most talented TV of a. Hyper-power touch-panel tuning. Custom De Luxe chassis. Wrap Around Sound. Phono-jack. Brilliant, 332-sq.-in. picture. Arm Chair remote control optional. Mahogany or blond woods.





CADILLAC



BUICK



OLDSMOBILE



CHEVROLET



Hertz rents the kind of cars you like to drive!

What's your pleasure? A Cadillac, maybe? Hertz rents Cadillacs. Hertz rents big Buicks and Oldsmobiles, too. Thousands of new Chevrolets and other fine cars. Station wagons, convertibles, sports cars. Take your pick at most Hertz offices.

They're all in A-1 condition, expertly maintained, more dependable, cleaner cars. More with power steering. That's The Hertz Idea. You'll get the kind of car you like to drive at

over 1,350 Hertz offices in more than 900 cities—world-wide. That's *more* offices by far where you can *rent* a car. *More* cities by far where you can *leave* a car. *More* locations where you can make a *reservation* for a car!

Just show your driver's license and proper identification. The national average rate for a new Powerglide Chevrolet Bel Air is only \$7.85 a day plus 8 cents a mile. And that includes the cost of *all* the gasoline and oil you use en

route... and proper insurance. In addition to the Hertz charge card, we honor all air, rail, Diners' Club and hotel credit cards.

To be sure of a car at your destination—anywhere—use Hertz' more efficient reservation service. Call your local Hertz office for fast, courteous service. We're listed under "Hertz" in *alphabetical* phone books everywhere! Hertz Rent A Car, 218 South Wabash Avenue, Chicago 4, Illinois.



More people by far...use

HERTZ
Rent a car

"Rent it here...Leave it there" Now, nation-wide at no extra charge! (on rentals of \$25.00 or more).

LETTERS TO THE EDITORS

DU PONT OF WILMINGTON

Sirs:

Congratulations on your story about the du Ponts ("The du Ponts of Wilmington," LIFE, Aug. 19)—the kind of people this country needs. Here is a family with enough money to produce playboys and wastrels, but instead it produces generations of able managers and workers whose names don't appear in newspaper scandals.

They seem to have the normal human balance of pride, self-interest and humility instead of an unjustified guilt complex which has led members of some wealthy families to try irrational political switches.

HAROLD F. REICHARD
Livingston, N.J.

Sirs:

Just looking at that happy group on the cover, I knew I'd enjoy reading about them. And the inside was perfect. The words told of a tremendous American enterprise and the faces told of a happy family life. It makes one feel good and hope high for our own families.

ISRAEL FISCH
Bayonne, N.J.

Sirs:

Concerning the spelling of the du Pont name, in some cases the magazine has spelled it du Pont and in other cases Du Pont.

MICHAEL H. DUNN
Montreal, Que., Canada

● The family name is spelled du Pont and the full company name is E. I. du Pont de Nemours & Co. But when the company is referred to alone it is Du Pont.—ED.

STRONG ARM DIO

Sirs:

I protest the article on Johnny Dio ("Strong Arm Dio Doing What Comes Naturally," LIFE, Aug. 19). Not because it's Dio—because it's *anybody*. Your words "snarling rage" . . . and "brutishness" . . . are a lie. Anyone angry will make a face. And they can't all make such beautiful faces as Johnny Dio. For no matter what crimes he has committed he is a classically beautiful man.

DEDE SMITH
Indianapolis, Ind.

MISCELLANY

Sirs:

"The Hair of the Dog" (LIFE, Aug. 19) concerned a trimmed poodle and his shape in trimmings. In scanning some old copies of LIFE I discovered in the June 14, 1943 issue the enclosed picture. Thought you might find it interesting.

ROBERT D. WATT
Bloomington, Ind.



LIFE'S 1943 PICTURE OF POODLE NAMED SAMBO AND PORTRAIT IN HIS OWN HAIR

MAGNETIC TAPE

Sirs:

Your article ("Magnetic Tape Recorders Change in Way We Live," LIFE, Aug. 19) made us realize how up to date we are because we don't write letters any more. We send tapes!

We bought three tape recorders for my parents, for my husband's, and one for us. Our son Jimmy, one year old Aug. 20, makes several tapes each week and we mail them to his grandparents so they can enjoy hearing the sounds of their only grandchild.

MRS. WILLIAM JAMES SCOTT SR.
Fort Worth, Texas



JIMMY WILLIAMSON

Sirs:

Tape recording is not as new as you make it out to be. Back in 1911 I saw the manufacturing of the American Telegraphon. This instrument recorded transcription on a wire. It looked like an old cylinder gramophone.

CHARLES D. CLARK
Springfield, Mass.

● Magnetic wire recording was invented in 1898. But its use was always limited because it was bulky, expensive and difficult to edit.—ED.

Sirs:

I made great use of our home tape recorder when my daughter was very young. Each time I read a book to her, I would at the same time record my voice on a roll of tape. It took no time at all to fill an hour-long tape, which she could play back while turning the pages of the book.

MRS. WILLIAM GERBETZ
Dallas, Texas

FAMOUS TALES OF A DONKEY

Sirs:

In your superb introduction of Juan Ramón Jiménez ("U.S. Premier for Famous Tales of a Donkey," LIFE, Aug. 19) to the large LIFE audience you have done modern poetry a fine service. The powerful images of Mark

CONTINUED

Ambassador personal initial

by **SWANK**

SWANK
Ambassador

Inspired by **TWA's** personalized

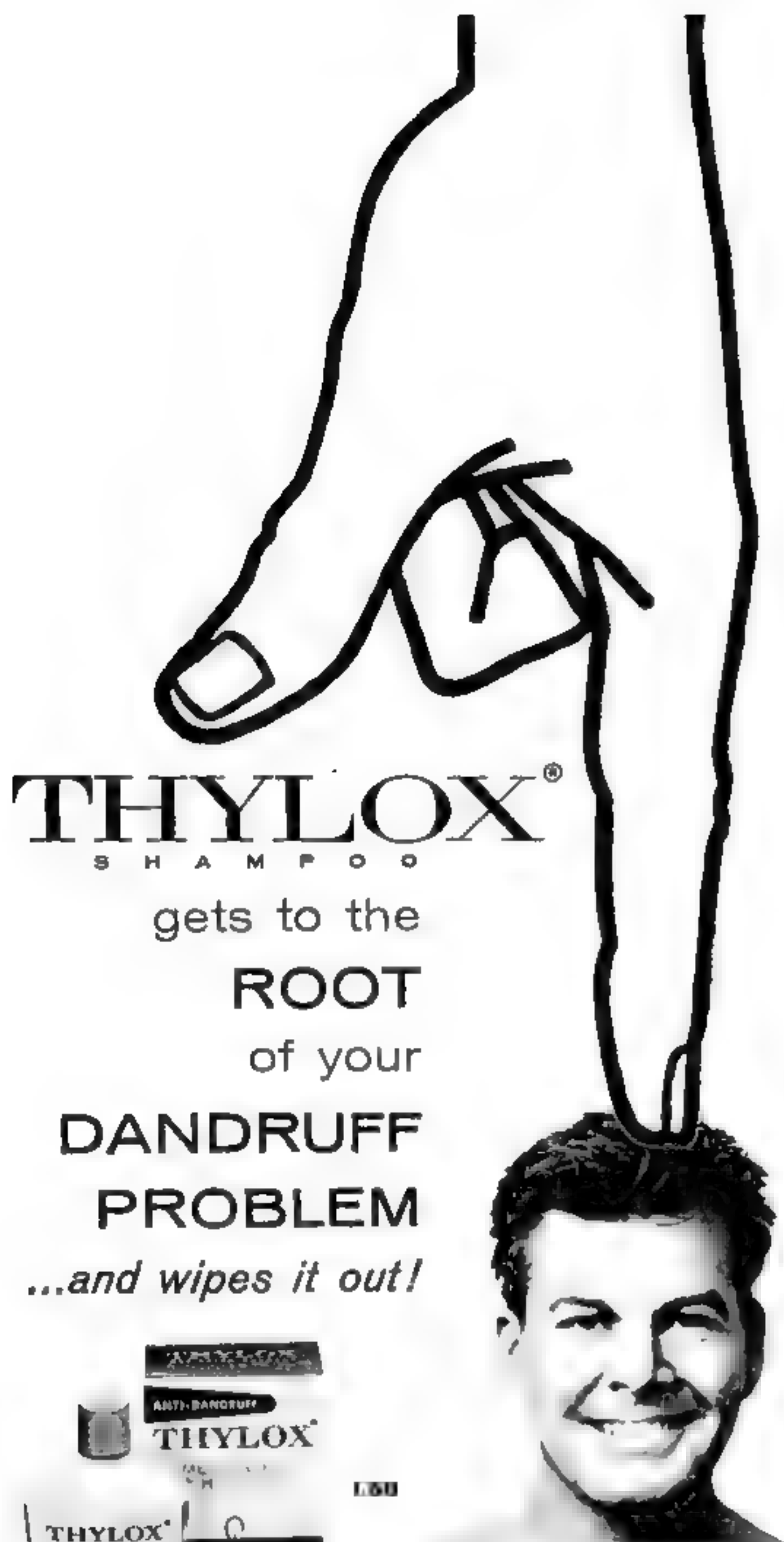
Ambassador Luxury Service...



Like TWA Ambassador flights, this new personal initial jewelry gives you red carpet elegance. Richly crafted with silver toned initial set against textured golden background. Featured in Swank's new presentation gift box. Cuff Links & Tie Clip set, Gift Boxed, \$5.

Smart Tie Pin-Up, \$1.50

Look for the name SWANK® World's Largest Manufacturer of Men's Quality Jewelry.
Prices plus Fed. Tax Swank, Inc., Allston, Mass.



THYLOX®

S H A M P O O

gets to the

ROOT

of your

DANDRUFF

PROBLEM

...and wipes it out!



L&L

New Medicated Shampoo penetrates 10 times faster, goes down deeper, stops dandruff and itchy scalp. Yes, even stubborn cases.

The age of medical achievements adds a new name—*Thylox*—the first liquid medicated shampoo that really stops and prevents dandruff as it washes your hair clean.

Up to now, you've heard many promises by dandruff preparations. But not until *Thylox*, a *promise with this proof*: Hundreds of medical tests reveal that, for every ten cases of dandruff, *nine* show truly remarkable results. Scalps are reported medically clean, hair glowing with health. *Dandruff gone.*

PRODUCT OF THE PHARMACEUTICAL DIVISION OF SHULTON

Why does *Thylox* work—where other treatments, other shampoos fail? *Thylox* has an exclusive curative ingredient that penetrates up to ten times faster than other products, goes down deeper—wipes out dandruff, stops itchy scalp. What's more, *Thylox* is completely safe for eyes, pleasant to use and leaves your hair sparkling clean. *The shampoo rinses out, the medication stays in.*

Buy *Thylox* at your drug counter, shampoo regularly as directed—and forget you ever had dandruff.

LETTERS TO THE EDITORS

CONTINUED

Kaufman's photographs, added to the sensitive translation of Miss Eloise Roach, make the presentation itself a creative act.

STANLEY T. LEWIS
Flushing, N.Y.

Sirs:

As a schoolteacher believing it her sacred duty to inspire children with beauty and knowledge, I thank *LIFE* for doing just that. My special thanks for the lovely section on Sr. Jiménez which I know will be a source of lively communication for all my children in the months to come.

CAROLYN BARRINGER
Muskegon, Mich.

THE ISSUE

Sirs:

Your worship of the dollar finds true expression in your Aug. 19 issue. There you arrange your plutocrats hierarchically, building from Mr. Elroy, Kresge, Goulandris, Chanel, etc. to the cream of the crop, the du Ponts. Even your bit on art is interested only in the huge amounts paid for second-rate "masterpieces."

Poor Platero, being merely a donkey, must be horrified at sharing the same quarters with these others.

BILL KOMODORE
St. Augustine, Fla.

'A SIMPLE DRESSMAKER'

Sirs:

You were off the track when you said in "Just a Simple Little Dressmaker" (*LIFE*, Aug. 19) that "before Chanel, wool jersey was worn only as underwear." I am writing a biography of Lillie Langtry and my research file shows that the Jersey Lily created the wool jersey dress and wore it with great success in the late 1890s.

Jean Philippe Worth in his book, *A Century of Fashion* (Little, Brown, 1928), writes, "Mrs. Langtry introduced the first jersey costume, consisting of a blue, pleated skirt united to a tight-fitting bodice with a red sash. It created a great sensation—but obviously two thirds of its success was due to her perfect body. It proved to be another of the endless fashions introduced by actresses to captivate the public and became a craze."

PIERRE SICHEL
Sherman, Conn.

CONTINUED

Please send **LIFE**

to _____ name _____
address _____
city _____ zone _____ state _____

ONE YEAR \$6.75 in continental U.S.,
Hawaii, Alaska, Puerto Rico, Virgin Is.
(1 year at the single copy price would cost
you \$10.40)

(Canada: 1 year \$7.25)

Give to your newsdealer or to your local subscription representative or mail to *LIFE*, 540 W. Michigan Ave., Chicago 12, Ill. L-3436

- Year-round ink supply!
- Hardaloy® "No-Skip" tip!
- Choice of colors!

Only
\$1.00

WEAREVER®
Marlboro®
BALL PEN

DAVID KAHN, INC., North Bergen, N. J.
Other Wearever Ball Pens, Fountain Pens
and Mechanical Pencils, from 25c to \$1.95

WORLD BOOK Offers



A Golden Opportunity

New Careers for
Men and Women the Nation over

FULL OR PART-TIME OPENINGS

- *Guaranteed Income*
- *Full Company Benefits*
- *Rapid Advancement Possibilities*

WITH A MARSHALL FIELD FAMILY-OWNED ORGANIZATION

If you're tired of humdrum routine with a ceiling on your salary or if you have empty hours you'd like to turn into gratifying income, here is a once-in-a-lifetime opportunity. The rapid expansion of the vast World Book organization opens undreamed-of new vistas for you. No matter what your background or training may be, we offer a new way of life, with income possibilities far beyond any ordinary store or office job.

YOU DON'T "START AT THE BOTTOM"

Business, church, or community experience can contribute towards your success. In fact, even if you've never worked at a regular job you probably have abilities for doing important, well-paying work in one of America's fastest-growing organizations.

Field Enterprises, Inc., Educational Division, Merchandise Mart Plaza, Chicago 54, Ill.

You will be thoroughly trained and ready for greater income immediately. There are openings in your own community.

IT COSTS YOU NOTHING TO FIND OUT

Mailing this convenient coupon may be a turning point in your life as it has for thousands of others. You owe it to yourself—your health and mental satisfaction—to find out the opportunities in store. If accepted, we make this guarantee: No matter how many years you choose to work, no other job can bring you the kind of satisfaction and rewards that the nationwide World Book organization now offers you on a guaranteed income basis!

1st in Sales! More people buy World Book than any other encyclopedia!

Positions also available in Canada, Hawaii, West Germany, and France

SEND FOR OUR INTERESTING STORY



149

Mr. H. R. Lissack
World Book, Box 3565
Chicago 54, Illinois

I'm interested in a future with the World Book organization, and would like to know more about the possibilities. Please send me a copy of your free booklet, "Opportunity Unlimited" which explains these new openings fully.

I'm available for: ☐ Part time ☐ Full-time employment

Name _____

Address _____

City _____ Zone _____ State _____

County _____ Phone _____

At last! A real wax polish in liquid form ESQUIRE LANO-WAX



**NOW A SPARKLING WAX SHINE
WITH NO BRUSHING... NO RUBBING**

What a marvelous shine you get! A brilliant wax shine—deep, rich, glowing. Absolutely no work—no rubbing, no brushing, no buffing. Esquire Lano-Wax goes on evenly and easily. Dries fast, bright and smooth. Helps keep shoes soft and supple because it contains Lanolin. And shines, shines, shines like no liquid ever shined before because it's rich in wax. Water and streak-resistant. Available in brown, black, red, blue, tan, oxblood, neutral. Non-tip bottle.

ANDESQUIRE SCUFF-KOTE—TO MAKE CHILDREN'S SHOES LOOK NEW AGAIN

No one beats up shoes like a child does. And there's nothing like ESQUIRE SCUFF-KOTE, the no-work miracle polish, to make scuffed shoes look new again. Makes scuffs and scrapes disappear and practically puts a brand new finish on the leather. Scuffs go, shoes glow. Work? No! In 8 colors and Super White.



Watch "THE PERRY COMO SHOW" • NBC TELEVISION • Saturday Nights 8 9 P.M. E.S.T.

LETTERS TO THE EDITORS

—CONTINUED—

WORLD'S WEEK

Sirs:

For sheer, outright profligacy the combination of a free-spending military and the blessing of a gutless Congress has reached a new high ("Air Force Gets Striking Chapel," LIFE, Aug. 19). So the poor benighted fly-boys have to have a \$3 million chapel! Three million hard-earned bucks out of the lowly taxpayers' jeans for a gilded temple!!! There are Christians in thousands of small churches across this country who get just as close to God. And these self-same Christians, because of confiscatory taxes to support the luxurious desires of the military, can't build as many churches as they need and must get along with crammed church schools.

ARCHIE C. FRIES JR.

Ashland, Ore.

EDITORIAL

Sirs:

Procter & Gamble President Neil McElroy's move from detergents to defense ("New Secretaries with Big Problems," LIFE, Aug. 19) now raises many questions. Will he lend all his knowledge of soap to the search for a "clean" hydrogen bomb? Will he continue to scrub items from the guided missile programs? Will he wash his hands of the Cordier report? Will he be satisfied with 99 and 11/100% of the defense department's allocation? Will service libraries be required to stock *Captain from Castle*?

WILLIAM S. ELLIS

New York, N.Y.

● Washington joke-makers have also wondered if McElroy will work himself up into a lather and whether his policies will be a detergent to aggression. —FD.

LOVE SONG TO MR. DULLES

Sirs:

I was shocked when I heard *A Love Song to Mr. Dulles* on the *Ed Sullivan Show*. But I couldn't believe my eyes when I opened LIFE and there I found the same hideous thing repeated ("A Love Song to Mr. Dulles," LIFE, Aug. 19). It seems a shame that songwriters are so hard up for material. What happened to the moon, etc.?

BARBARA PIVER GIBSON

Chicago, Ill.

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N.Y.

Please address all subscription correspondence to: J. Edward King, Gen'l Manager, LIFE, 310 N. Michigan Ave., Chicago 10, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue or state exactly how magazine is addressed. Change cannot be made without label as well as new address, including postal zone number.

Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURE, FORTUNE and HOUSE & HOME. Chairman: Maurice T. Moore, President. Roy E. Larch, Executive Vice President for Publishing. Howard Black, Executive Vice President and Treasurer. Charles L. Sullivan, Vice President and Secretary. D. W. Brainbaugh, Vice President. Edgar R. Baker, Bernard Barnes, Clay Buckhouth, Arnold W. Carlson, Allen Grover, Andrew Heiskel, C. D. Jackson, J. Edward King, James A. Luten, Ralph D. Page, Jr., P. I. Prentice Weston, C. Pullen, Jr., Controller and Assistant Secretary, John F. Harvey.



**a clean
radiator
for only
a dollar!**

**Guaranteed Alemite
Cooling System Conditioner
Works While You Drive!**

Now—cleaning your cooling system is as easy as adding water to your radiator! Alemite's amazing new conditioner cleans the entire system while you drive—and keeps it clean. Not only removes rust, but prevents its formation for a full year. Guards against clogging and overheating—lubricates water pump! Saves you costly repair bills.

Prepare for the tough fall and winter driving ahead. Just pour Alemite Cooling System Conditioner into your car's radiator and drive. Guaranteed effective or your money back.

Only \$1.00 a can at your service station, car dealer, or auto supply store.

ALEMITE **SW**

Division of
STEWART-WARNER CORPORATION



FIRST BOX FREE!*

To introduce you to the new, the *only* household foil "quilted" for extra strength. It clings tighter . . . wraps stronger . . . holds longer because it is "quilted" . . . Get it at your grocer's today.

*We will refund you 30% (national average retail price). Buy a box of new "quilted" household foil, tear off box end showing white price spot and mail to Kaiser "Quilted" Foil, Box 5, San Francisco 1, Calif. Limit, one refund to a family. Offer expires October 31, 1957.



MAIL IN BOX END SHOWING
WHITE PRICE SPOT



Kaiser—the only foil "quilted" for extra strength

Where there's Life...there's Bud!

SHE: Does any other beer?

HE: What?

SHE: Why, print the ingredients
right on the label...
the way Budweiser does!

Budweiser®

ANHEUSER-BUSCH, INC. • ST. LOUIS • NEWARK • LOS ANGELES

Copyrighted material

LOOK AHEAD...BUY AHEAD...own more of the future right now...in any of the 5 cars of **THE FORWARD LOOK**



AS MUCH FUN AS IT LOOKS... THE MOST ADVANCED DESIGN OF OUR TIME

Right from the start, America took to the cars of *The Forward Look* . . . Plymouth, Dodge, De Soto, Chrysler and Imperial. People took to the look, lift and grace of the new shape of motion . . . to the ride, the drive and the perfect poise. They discovered that years-ahead design means dollars-ahead value and satisfaction at the

wheel such as no other cars on the market offer.

And what about you? Have you discovered the first really new ride—Torsion-Aire? Have you sampled the smoothness, the surge, the full sense of command you get with Pushbutton Torque-Flite transmission? Have you experienced the

beauty, the newness, the youthful excitement of the most advanced design of our time?

If not, we invite you to see your dealer now. There's no better time to *look ahead—buy ahead* —own more of the future right now . . . in any of the five cars of *The Forward Look*.

➤ **THE FORWARD LOOK**
CHRYSLER CORPORATION

PLYMOUTH • DODGE • DESOTO • CHRYSLER • IMPERIAL



JOYFUL DEMOCRATS give Bill and Ellen Proxmire (*far right*) the full treatment at plane ramp and the capital's press corps does the same as senator-elect

and wife arrive in Washington. The three greeters (*left to right*) are Lyndon Johnson, Estes Kefauver and Hubert H. Humphrey. The night before a Milwaukee



Proxmire, sure of victory, telephoned Johnson on his 49th birthday and announced, "Senator Johnson, I've got the biggest present of them all—me."



WAN REPUBLICANS, Wisconsin Senator Alexander Wiley and Vice-President Nixon, congratulate Senator Proxmire and wife after his swearing-in ceremony.

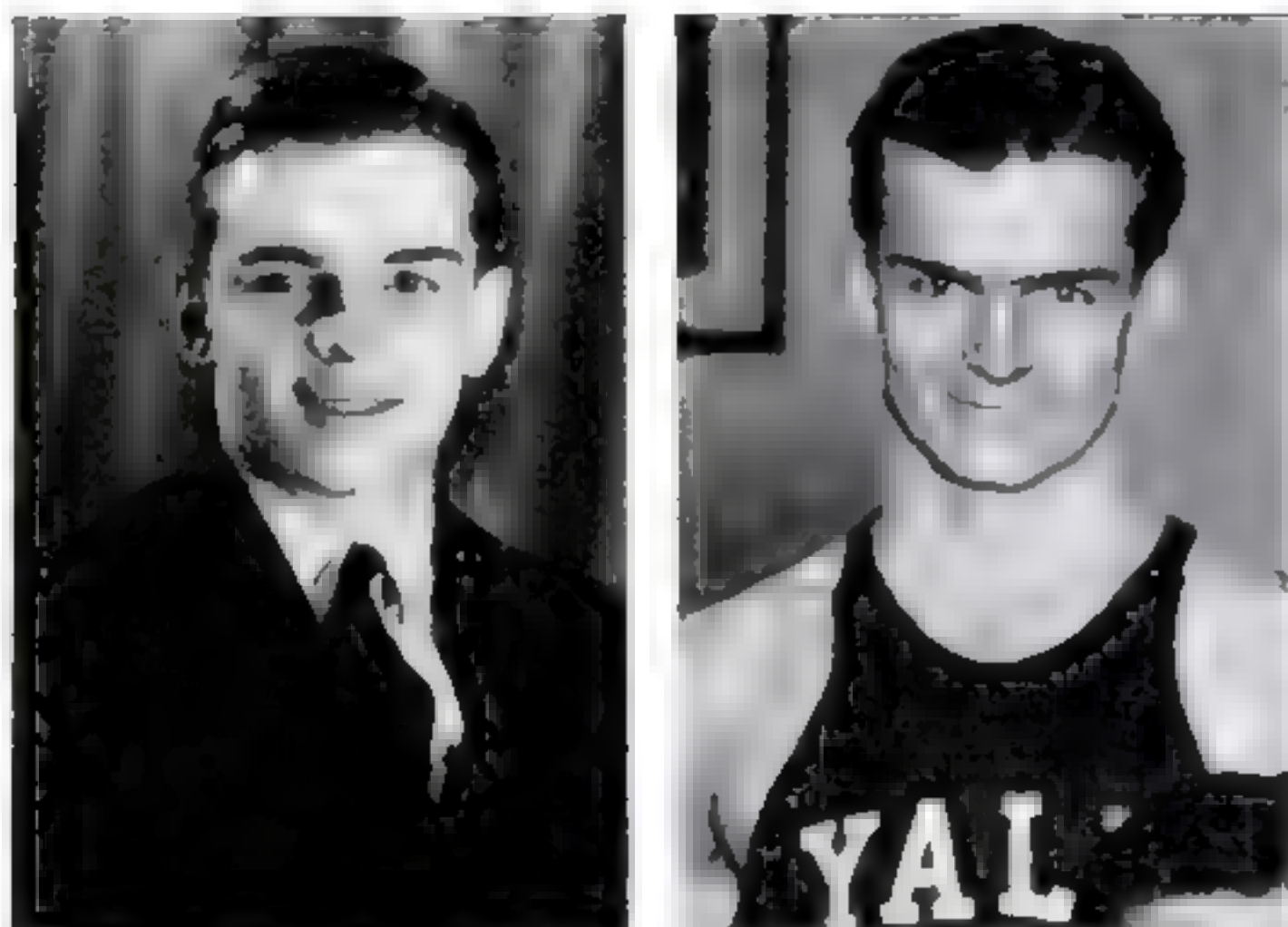
LUMPS FOR THE ADMINISTRATION FROM CONGRESS AND WISCONSIN DEMOCRATS RUB IT IN AND CROW

Washington hadn't seen so many smiling Democrats in some time. The Democratic-controlled 85th Congress was moving toward adjournment with a satisfactory (to the party) feeling of having sawed the President off at the knees. Then there was the event which made the scene at left possible. The bigwigs were at the Washington airport, unexpectedly, to greet a new Democratic colleague. 41-year-old William Proxmire of Wisconsin. Even Proxmire was astounded by his landslide victory over the favorite, Walter Kohler, in a special election held to fill the unexpired term of the late Joe McCarthy. Happily digesting the fact that they now had 50 Senate seats and were assured of continued Senate control, the Democrats got in a few last licks at the Administration.

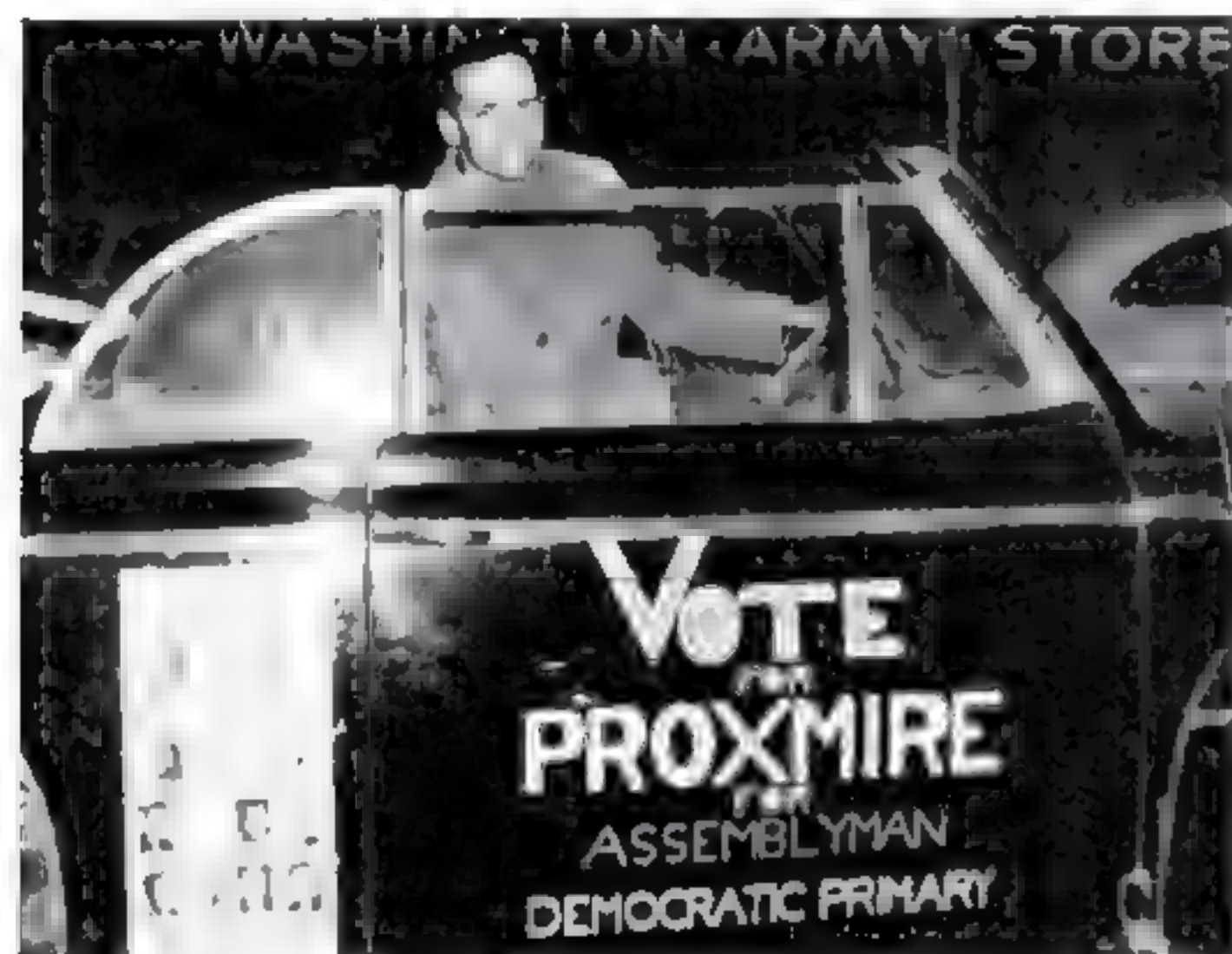
For eight months the Democratic-controlled Congress had chipped away at President Eisenhower's legislative program. It had haggled for 61 days over the Middle East Eisenhower Doctrine requested by the President as an emergency measure before passing it in amended fashion. It had rejected the President's school construction bill and lopped \$5 billion off his budget requests. The hitherto sacrosanct Eisenhower name had come in for some stinging contemptuous remarks.

At the session's end, Congress struck a final half billion dollars from the mutual security appropriation. The Administration was prepared to claim, logically, that the momentous civil rights bill, the first since Reconstruction days, was Republican, but its final form owed much to Senate Democratic Leader Lyndon Johnson. Headed for home, some of the weary legislators first tended to family affairs of the heart (pp. 30, 31). But most of them plowed straight into the 1958 election campaign, for which Bill Proxmire had given the Democrats a wonderful shot in the arm.

THE EDUCATION AND EVOLUTION OF A SENATOR



AMBITIOUS STUDENT. Illinois-born Proxmire at 16 (left) was attending Pennsylvania's Hill prep school, where yearbook twitted him as "biggest grind," one of the "biggest spongers," also called him third "most energetic." At Yale (class of '38) he was the welterweight and the middleweight boxing champion.



FIRST CAMPAIGN in 1950 found Proxmire in victorious race for Wisconsin state assembly, where he soon became an impressive member. He then went after the governorship, losing three straight times—in 1952, 1954 and 1956—to the Republicans but accumulating statewide friendships and political know-how.

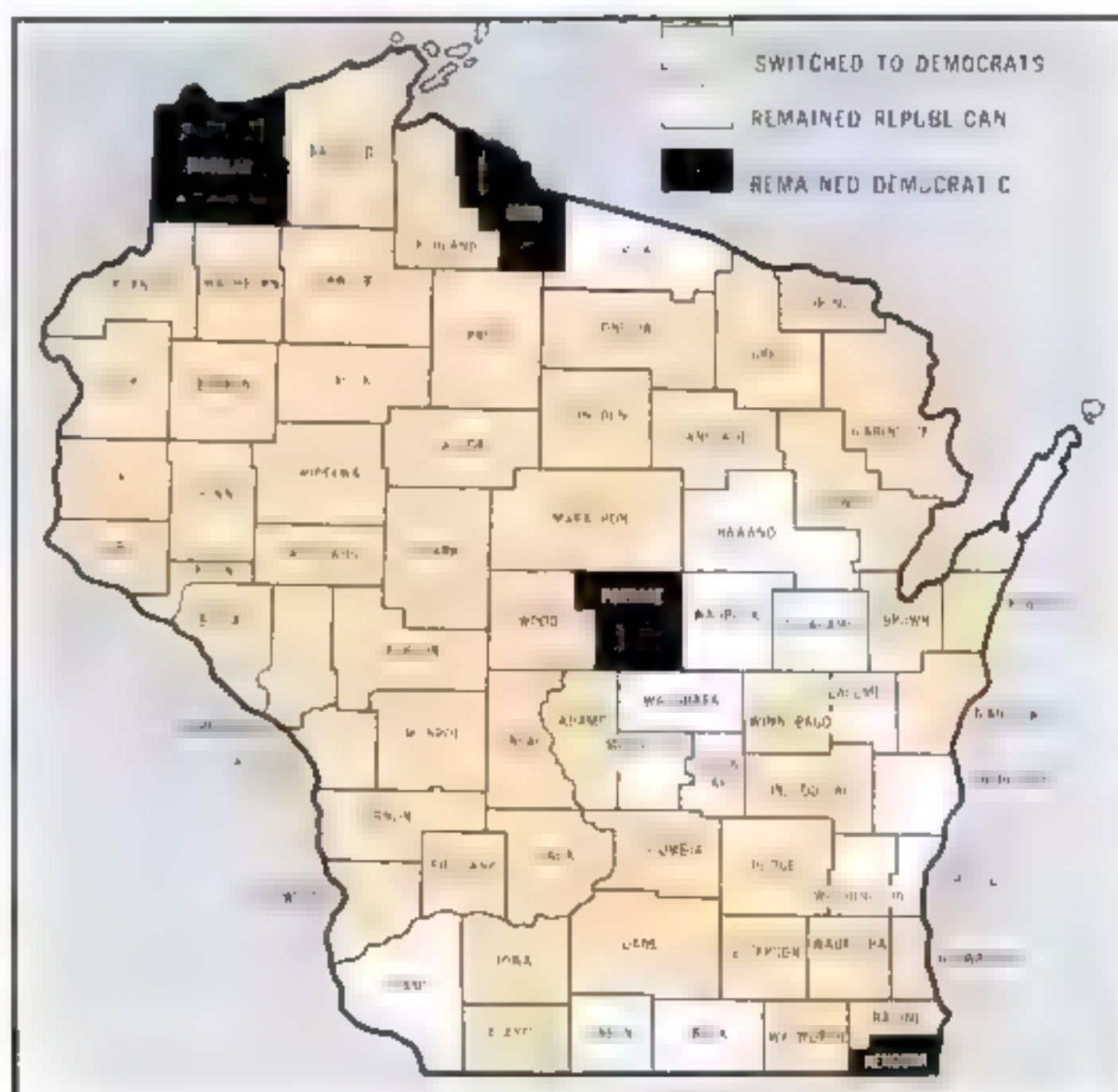


VICTORY TOAST after 1957 election is drunk by near teetotaler Proxmire in Wisconsin milk. During campaign Proxmire followed rigid, largely low-calorie diet to keep his weight down to a trim 152 pounds. His daily routine included 50 push-ups to build up strength that let him get by daily on a few hours' sleep.



CELEBRATING PROXMIRE WORKERS DANCE IN A MILWAUKEE STREET AFTER

PROXMIRE SWEEP HAS POLITICAL,





THE RETURNS SHOW HIS SURPRISING VICTORY

PERSONAL FACTORS

In winning by 122,000 votes, a fantastic margin in a state which had not elected a Democrat to the Senate in 25 years, Proxmire carried 56 of Wisconsin's 71 counties. As the map at the left shows, 52 of the counties he carried had switched Democratic since last November, when Republican Alexander Wiley won re-election handily.

It was a great pay-off for eight years of tireless politicking by Proxmire, who had run in vain for governor three times, twice against the man he defeated for the Senate last week. Between campaigns, while engaged in his Waterloo printing business, he never ceased shaking hands and in the Senate race he had the help of his pretty campaign manager, his wife Ellen. Attacking Agriculture Secretary Benson, he advocated greater farm aid and swung farm counties considered unshakably Republican.

The failure of the Republicans was, however, partly their own fault. They had nominated Kohler in a bitter primary and then neglected to heal the party rift. Kohler's own campaign speeches failed to go much beyond his record and a promise to support President Eisenhower. Surveying the debacle, everyone in the Administration agreed: "We took a bad licking."



STILL CAMPAIGNING at 6:30 on the rainy morning after his election, Proxmire, who will stand for a full six-year term in 1958, shakes hands at a factory gate in Milwaukee as he thanks the workers.

HEADED FOR WASHINGTON, Ellen holds Bill's hand on way to plane in Milwaukee. Victory margin dazed Proxmire, who incredulously scanned newspapers during flight, kept saying, "I don't believe it."





GOING ON TV in Washington, Ellen Proxmire is made up to hide campaign strain as senator relaxes.



WATCHING TV are Elsie and Teddy, Proxmire's two children by first marriage to Elsie Rockefeller.



SCRAPBOOK MATERIAL is clipped by his stepchildren, Jan Cathy (muddy blouse), Mary Ellen (right).

A SENATE CAREER IS BEGUN DURING A VICTORY FOR CIVIL RIGHTS

Bill Proxmire injected himself into the Washington scene and his children followed his progress at a time when the Senate was staging one of its more bizarre performances. South Carolina's Strom Thurmond was droning on through a pointless filibuster against the civil rights bill when Democratic Leader Johnson interrupted him long enough to get Proxmire sworn in. When Thurmond had ended his 24-hour performance and gained the dubious glory of having held the floor 107 minutes longer than any senator in history, the Senate passed the bill, 60 to 15.

The final measure included a compromise on the disputed jury trial provision which limited its application to voting rights cases. Furthermore, federal judges will have the power to impose jail sentences up to 45 days and fines up to \$300 on persons held in criminal contempt of court. If stiffer penalties are to be imposed, the accused can request jury trial. The bill was not all that outspoken civil rights advocates like Paul Douglas advocated, but it was more than the Administration had expected a month ago. That out of the way, Congress adjourned the next day.



A HAPPY FAMILY, top Democratic Senators (left to right) Jack Kennedy, George Smathers, Hubert Humphrey and Lyndon Johnson flank prize Freshman Proxmire

under a painting in old Supreme Court chamber. There Johnson gave a celebration luncheon for Proxmire cheerfully attended by almost all Senate Democrats.



AT FILIBUSTER against civil rights, Illinois Senator Paul Douglas prepares to enter Senate doorway.



WAITING IT OUT, Washington N.A.A.C.P. chief Clarence Mitchell rubs eyes outside the chamber.

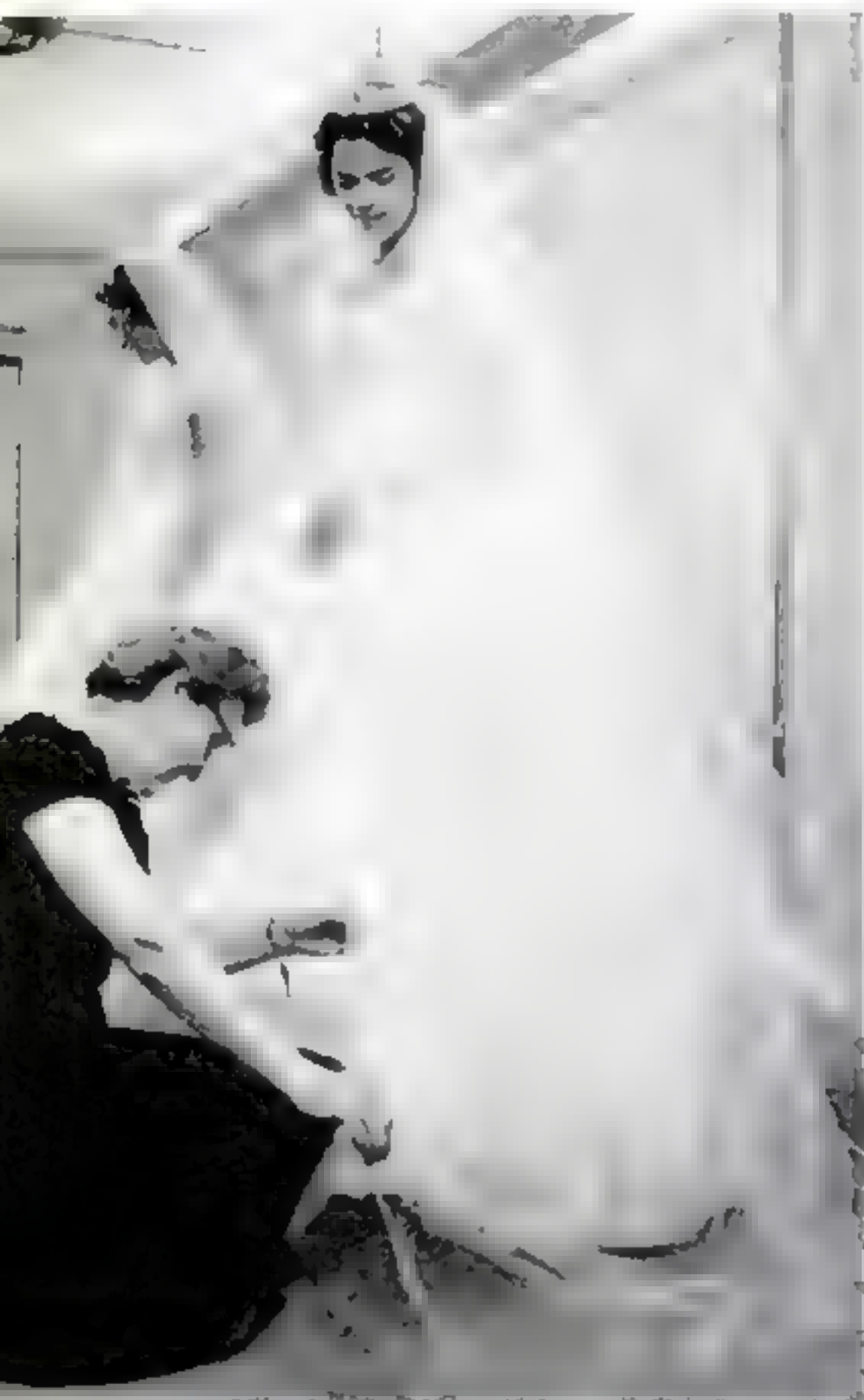


NEW CHAMPION one man filibusterer, worn Senator Thurmond leaves chamber escorted by beaming

wife Jean, who watched from gallery and ignored her doctor brother's suggestion that she make him stop.



SENATOR ERVIN'S DAUGHTER Laura is assisted in fitting as she prepares in her Morganton, N.C., home for marriage to Marine Lieut. Hallett Ward.



SENATOR JOHNSTON'S DAUGHTER Sallie Leigh tries on her dress in a Columbia, S.C., store, preparing for her wedding to law student Vernon R. Scott.



MR. SAM'S DATE, Mrs. Alben Barkley, shows up with the Speaker at a party for Lyndon Johnson. Romance? The lady said: "Oh, for heaven's sake!"

... BUT GET ME TO THE CHURCH ON TIME

On the eve of congressional adjournment most senators and representatives were turning their thoughts to the usual practical matters: engagements made months ago for back-home speechmaking and fence-mending and, in Senator Knowland's case, a pending candidacy for governor of California. Other senators, however, were in a particular hurry because of certain engagements which, although not strictly government business, made it imperative that they get to the church on time.

Sons and daughters were due to wed last weekend and the word had gone out that fathers and senatorial guests had better show up, civil rights and foreign aid bills notwithstanding. It was not easy, but they all made it—and that in itself made for a refreshing addition to the conviviality that characterizes a congressional wind-up. So infectious was the romantic spirit that Washington's ever-ready rumor vendors even had unmarried Sam Rayburn, the capital's most durable bachelor, romantically linked with Mrs. Alben Barkley, a suggestion the two old friends emphatically demed.



SENATOR MORSE'S DAUGHTER Judy strikes a formal pose in gown she designed herself before her marriage to the Rev. Wade Eaton at Eugene, Ore.



BRIDEGROOM'S FATHER, Senator Lister Hill of Alabama, leans into car to congratulate son Luther (left) and new daughter-in-law, Catherine Gore Hill.

AT THE CHURCH following their wedding in St. Mary's Chapel, Luther Lister Hill escorts his young bride down the steps of the Washington Cathedral →





OLD ESTABLISHED SNAKE HANDLER

When Mrs. Julia Desjager, 78 and merely a spectator, picked up an eight-foot boa constrictor and held it high above her head at a circus in Toronto, the other spectators were more than slightly agast. But Julia, who used to work in Chicago where she had a snake show 50 years ago, knew exactly what she was doing. "Don't fret, pet," she told the snake and wrapped the boa around her neck before safely putting it down.



A LOOK AT THE WORLD'S WEEK



CHRISTIAN TORCHES

In Rome a giant torchlight parade made its way to the Colosseum (left) for a service. Thirty thousand Young Christian Workers, who represented two million Catholic young people in 87 countries, had assembled for two weeks of meetings and an audience with the Pope—a colorful answer to the carefully staged Communist Youth Festival in Moscow (LIFE, Aug. 12).

←ACCEPTED ART (NOW)

When it first appeared in the U.S. 44 years ago, *September Morn*, a painting of a modest nude, caused a moralistic furor. But when it finally attained the distinction of being exhibited at the Metropolitan Museum last week it outraged nobody. Said museum worker James Sighano (left), "I had one of her in the living room but my wife put her up in the attic."

BRIDE OF A KHAN

Across the threshold of the family mansion at Collonge-Bellerive, Switzerland, Prince Sadruddin Khan, 24, carried his bride, London model Nina Dyer. His 20-year-old nephew, the new Aga Khan (LIFE, July 22), watched (center) with Sadruddin's younger brother Amin (left) and half brother, Aly Khan. Sadruddin once was a favorite to succeed his father.



ANOTHER KIND OF PUBLIC ENEMY

UNION USURPERS LIKE JIMMY HOFFA ARE MORE DANGEROUS THAN THEIR GANGSTER PALS

Who is America's Public Enemy No. 1? On the FBI's current list of the 10 most wanted men, one Frederick J. Tenuto, a moronic murderer who carries two pistols in his belt, might be singled out. But we would like to nominate a Public Enemy No. 1 in a different area.

This public enemy is many men but his type is always the same. He is the arrogant and brazen labor leader whose members have no voice, who plays with huge union funds as if they were his own, who uses his enormous power to extort pelf and privilege, and makes allegiance with the underworld. A few months ago the outstanding example was Dave Beck. Now it is James Riddle Hoffa, 44, who in a few weeks, unless something miraculous prevents it, will be elected Beck's successor as president of the International Brotherhood of Teamsters, 1.4 million strong—and with the power to stop anything on wheels in a nation that moves on wheels.

Why will Hoffa get this job and this jugular hold on the arteries of commerce? Is it because the members want him to have it? No. Thousands of them are as fed up by his sordid conduct as the rest of this country. But they have small influence in their international union, often no vote in electing their own local officers. Some of them are even afraid to attend union meetings because their locals have been taken over by gangsters. If a business agent throws them out, they can't even work at their jobs. So they don't dare squawk.

Will Hoffa get the job because he is a friend of the workman? No, he will get it in spite of the McClellan Committee's scathing conclusion that he: 1) borrowed huge sums from employers, 2) doublecrossed his own union to try to throw New York taxi drivers to a gangster union, 3) turned over a local to men accused of stealing \$900,000, 4) lent \$100,000 of union funds to a man who then lent him \$25,000, and built up a \$125,000 business for his wife. Is Jimmy Hoffa a friend of labor? No, a friend of Gangster Johnny Dio, who sold protection to "scab" garment makers.

Not long ago, Victor Riesel, a newspaperman for the free American press, could see. Now he is blind and scarred with acid. Why? Ask the indicted pals of Jimmy Hoffa.

Why did Theodore Daley, a milk driver who dared oppose a convicted extortionist for a post in his Teamster local, have a murderous accident when the wheels of his truck "mysteriously came off"? The pals of Jimmy Hoffa know.

Why did Paul Claude, Brooklyn manufacturer, sign a phony labor contract with a phony union run by Dio's man? The gangster pals of Jimmy Hoffa know; they merely threatened to harm his children. And would anybody who knew the fate of Victor Riesel dare to doubt them? America may be the land of the brave, but few people are that brave.

But is America still the land of the free? "I haven't been to a union meeting since 1949," says Herb, a Philadelphia taxi driver (we omit his last name for his own protection). "At that meeting there were 1,500 members in the hall who thought the president had sold them out. A little old man got up to ask an embarrassing question. The president hollered, 'Meeting adjourned!' The lights went out."

Yes, the lights are going out in a lot of places, they could even go out in all of free America if men like Jimmy Hoffa are allowed to have their sway.

That is why we say he is Public Enemy No. 1.

We say right here and now that there is not enough room in this land of ours for both Jimmy Hoffa and a free labor movement worthy of the name.

And the name of labor is an honorable one in this land. Labor helped lift the common man out of poverty to the greatest prosperity enjoyed by any people. To bring this about, martyrs have died for labor in the bloody sieges of countless organizing strikes in an era when the thugs were in the pay of industry—not in the charge of unions. And labor has had its selfless men like Philip Murray, who devoted their lives to its advancement.

What they achieved and what they built is too fine a thing to go down into the mire and the swill where Jimmy Hoffa and his breed are trying to take it.

We say Hoffa has got to go. Johnny Dio has got to go. All the punks and thugs and acid-throwers who are befouling the name and house of labor have got to go.

Who will drive them out?

- ▶ Aroused union members must drive them out.
- ▶ An aroused public will help drive them out.
- ▶ A vigilant press must help drive them out. Too many of these local disgraces have arisen precisely because newspapers have not been alert enough to their duties. The Scranton dailies which rooted out four union dynamiters, and the Portland *Oregonian*—which first revealed Dave Beck's peculations—show what a vigorous press can do.
- ▶ The rule of law must help drive them out—existing law and new law. Where existing laws on extortion, perjury, blackmail, etc., are being violated, "exposure and disclosure" can bring effective prosecutions. But new laws also may be needed—particularly to bring true democracy to labor unions.

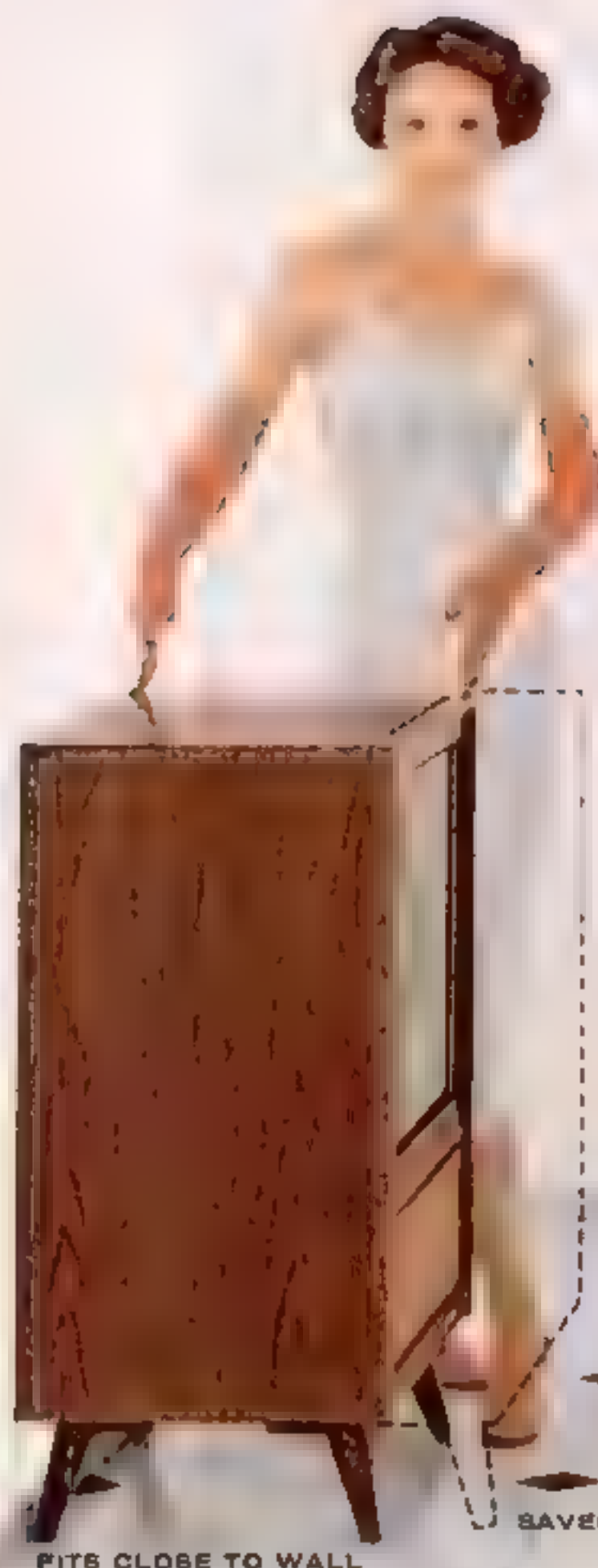
If rank-and-file teamsters squawk loud enough in their locals and the free delegates do the same at the convention, they may beat Hoffa. The committee Beck has just appointed to investigate Hoffa can do an honest job. In any case the AFL-CIO Ethical Practices Committee can execute its threat to throw out the teamsters if Hoffa does win.

Some of the new legislative needs are obvious—to provide the election of all union officers by free and secret ballots, effective recall and ouster proceedings for officers who misuse their powers, fiduciary restraints upon union pension funds as exacting as those set upon bankers and any other managers of other people's money. The National Labor Relations Board could be given the power to void labor contracts made by crooked unions.

Senator Frank Lausche of Ohio would go even further. He is prepared to back a federal "right to work" bill which would forbid compulsory membership in any union. Perhaps that kind of legislation is not yet needed. But it will be needed unless the unions are truly democratized. In any case Lausche has genuine courage to propose it, at a time when so-called liberals of the Hubert Humphrey breed stand mute at the abuses of labor, and a so-called conservative like Irving Ives can so compromise himself as to go out of his way to shake the hand of Jimmy Hoffa. The American people are nauseated by such servile truckling.

You cannot fool the American people, including union members. Unlike Ives, they do not mistake the character of Jimmy Hoffa. They know instinctively that he is a public enemy because he threatens their basic freedoms. And it is their aroused indignation which, in all its awesome majesty, will cut him down. On the day that happens a glow will shine, even for blind men like Victor Riesel. For it will mean that the lights of freedom which the Jimmy Hoffas have been extinguishing are coming on again.

New kind of TV from RCA Victor— lean, clean, mirror-sharp!



FITS CLOSE TO WALL

SAVES UP TO 3 1/4 INCHES



Lungport, 262 sq. in.* picture. In mahogany grained finish (21T8425) \$299.95. *Carvey*, 262 sq. in.* picture. In lined oak grained finish (21T8467) \$289.95.

Saves space—gives sharpest picture in black & white TV! 29 models from \$129.95!

Now RCA Victor shows you how lean and clean TV can be.

It's dramatically slender—completely redesigned inside and out. Gone for good the bulky, oversized cabinets and the space-stealing bulge in back.

Now you can choose TV that fits in beautifully where other TV couldn't go at all—trim table models, clean-lined consoles and lowboys, swivels, rollarounds and breezy new "Flight-Line" portables.

You get a new picture—crisp, clear, mirror-sharp. You get new, richer Balanced Fidelity sound and a new "Channel Equalizer" circuit that boosts weak signals, stabilizes tuning. And with new "One-Touch" on-off control you get your station with volume *pre-set* as you like it. No adjusting! Fact is you get *all* the big advances in TV in this new RCA Victor line. You can see for yourself—and should, *soon*—at your RCA Victor dealer's.

Mfr.'s nationally advertised YMF list prices shown, JMF optional, extra, on all but RT models. Slightly higher for West, South, Canada. Prices, specifications subject to change. Factory Service available in most areas to RCA Victor owners.

Picture tube, overall diagonal, inches	14	17	21
Square inches of viewable picture area	108	156	262



See Big Color TV from \$495 at your RCA Victor dealer's

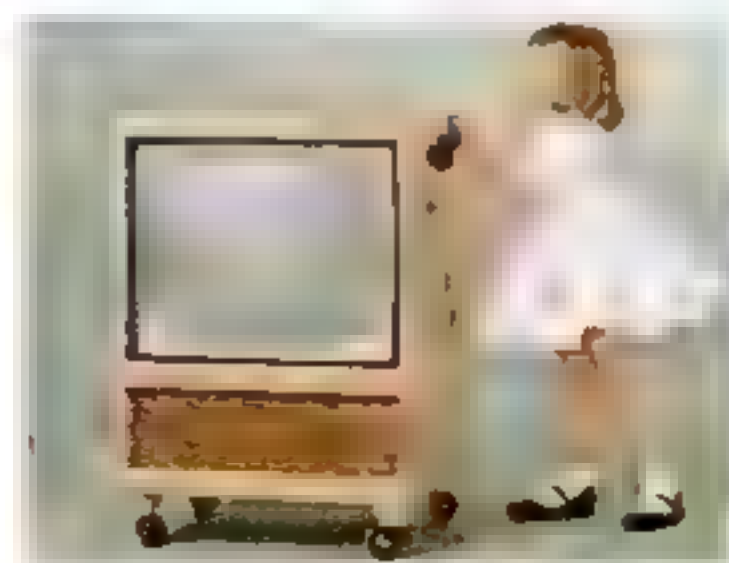
CELEBRATE NATIONAL TV WEEK SEPTEMBER 8-14 WITH YOUR RCA VICTOR DEALER.



14-, 17-, and 21-inch* "Flight-Line" portables. Easy-to-carry streamlined design. (Shown) *Graduate*, 156 sq. in.* picture. In bark gray finish (17PT8071) \$169.95.



New table TV with power tuning, attached remote control—compact styling makes any room "roomier." *Clement*, 262 sq. in.* picture. In ebony finish (21RT8202) \$229.95.



New graceful "Glide-Along" rollaround comes and goes as you please, fits almost anywhere. *Langston*, 262 sq. in.* picture. In lined oak grained finish (21T8407) \$269.95.



New Slender "Custom Corner" TV—ingenious new design for room-wide viewing. *Malvern*, 262 sq. in.* picture. In walnut grained finish with blond face (21T8477) \$289.95.

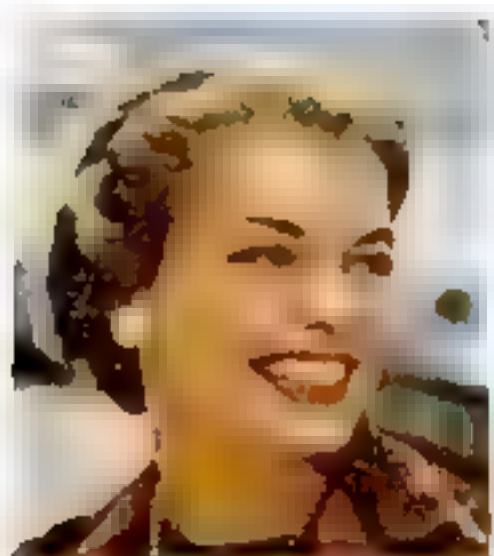
Many-talented wool separates

make the

U.S. business girl

the world's

best dressed



Every weekday between 8 and 9 A.M., Main Street, U.S.A. echoes with the sound of well-shod feet carrying the

world's best-dressed women to work.

Typical of these is Kit Randell, assistant buyer on the fashion-conscious island of Manhattan. Like so many business girls, her formula for achieving the best-dressed label on a limited income is simple. Separates of wool . . . that multiply into a seemingly unlimited wardrobe.

Wool's contribution to these separates is aptly summed up by our career girl as "more fashion, more mileage, less care." For behind its fashionable look, wool has the stamina to take the beating a normal working day imposes . . . never gets a work-weary look. Wrinkles hang out automatically—saving precious after-five hours for fun.

With wool, you're sure of presenting your best self to the business world.

Looking as if her fortune's already made, Kit goes to work in a "carriage robe" plaid wool coat and skirt. Wool's rich colors, its lush textures give you more luxury for your dollar than any other fabric. Ensemble by Jeanne Campbell of Sportswirl, pure wool sweater by Garland.



How America is dressing



For fashion that really earns its keep, Kit chooses this knit jacket, challis blouse and flannel skirt. By Greta Plattry, all three can lead separate lives around the week. And because they're of wool—the bouncy fiber that shakes off muss, they can work overtime and still look fresh.



Poised as a fashion illustration, herself, Kit wears a Haymaker wool flannel jumper and red foulard print wool jersey shirt. No matter how hectic your workday, wool keeps you comfortable, coolly above it all. The natural crimp of the wool fiber helps to make fabrics porous so that your skin can breathe.



An important lunch date calls for this important wool sweater jacket collared in fur—teamed with a finer knit wool skirt. Only knits of pure wool could achieve such crisply defined lines. For wool doesn't go limp—assures perfect shape even after constant wear, repeated cleaning. Fashion by Goldworm.



End of day finds Kit playing the relaxed hostess in a soft wool flannel shirt and harlequin-checked, wool tweed slacks. Slimly tapered as slacks should be, their narrow lines have action-room built in. For wool never restricts. It's the resilient fiber that anticipates your moves. By Frank Smith of Maske Bros.



nothing measures up to

Wool



See these new separates in fine American-made wools and worsteds at: Best & Co., New York; Carson Pirie Scott & Co., Chicago; Harzfeld's, Kansas City, Mo.; The Higbee Company, Cleveland; I. Magnin, California; all stores, Neusteter's, Denver. For further information write WOOL, Department L-9, 490 Lexington Ave., New York 17.

Sponsored with ASPC.

Any corn flakes are real gone...
as long as they're **Post Toasties**



REAL GONE—THAT'S FOR SURE... both the miss and her corn flakes! They're Post Toasties—rolled and toasted a special way that keeps the sweet corn flavor in each curly bit o' crispness. No wonder folks call them the "little bit better" corn flakes. Go ahead—taste 'em yourself!



"ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER"



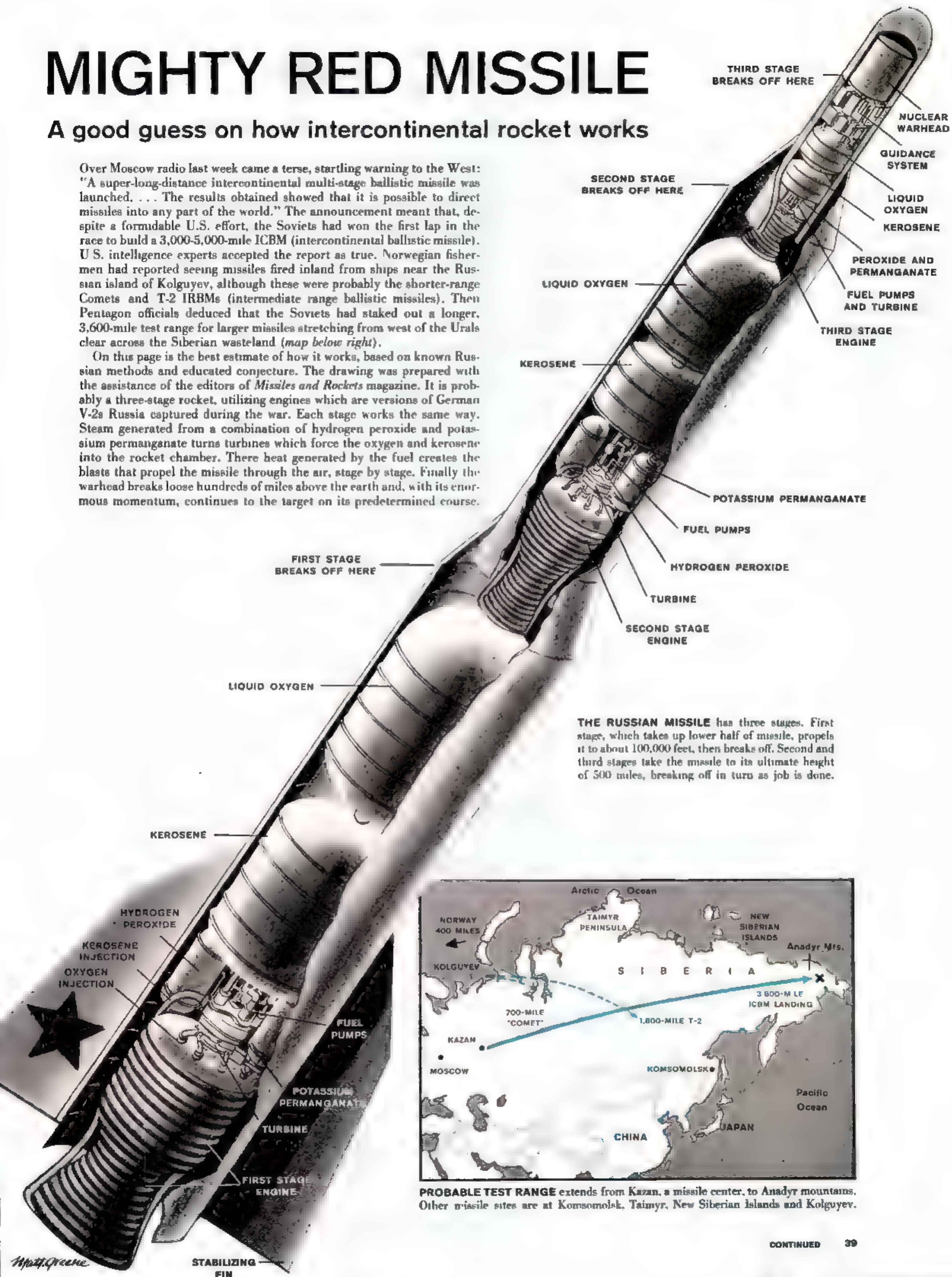
The Breakfast Foods of General Foods

MIGHTY RED MISSILE

A good guess on how intercontinental rocket works

Over Moscow radio last week came a terse, startling warning to the West: "A super-long-distance intercontinental multi-stage ballistic missile was launched. . . . The results obtained showed that it is possible to direct missiles into any part of the world." The announcement meant that, despite a formidable U.S. effort, the Soviets had won the first lap in the race to build a 3,000-5,000-mile ICBM (intercontinental ballistic missile). U.S. intelligence experts accepted the report as true. Norwegian fishermen had reported seeing missiles fired inland from ships near the Russian island of Kolguyev, although these were probably the shorter-range Comets and T-2 IRBMs (intermediate range ballistic missiles). Then Pentagon officials deduced that the Soviets had staked out a longer, 3,600-mile test range for larger missiles stretching from west of the Urals clear across the Siberian wasteland (map below right).

On this page is the best estimate of how it works, based on known Russian methods and educated conjecture. The drawing was prepared with the assistance of the editors of *Missiles and Rockets* magazine. It is probably a three-stage rocket, utilizing engines which are versions of German V-2s Russia captured during the war. Each stage works the same way. Steam generated from a combination of hydrogen peroxide and potassium permanganate turns turbines which force the oxygen and kerosene into the rocket chamber. There heat generated by the fuel creates the blasts that propel the missile through the air, stage by stage. Finally the warhead breaks loose hundreds of miles above the earth and, with its enormous momentum, continues to the target on its predetermined course.



THE RUSSIAN MISSILE has three stages. First stage, which takes up lower half of missile, propels it to about 100,000 feet, then breaks off. Second and third stages take the missile to its ultimate height of 500 miles, breaking off in turn as job is done.



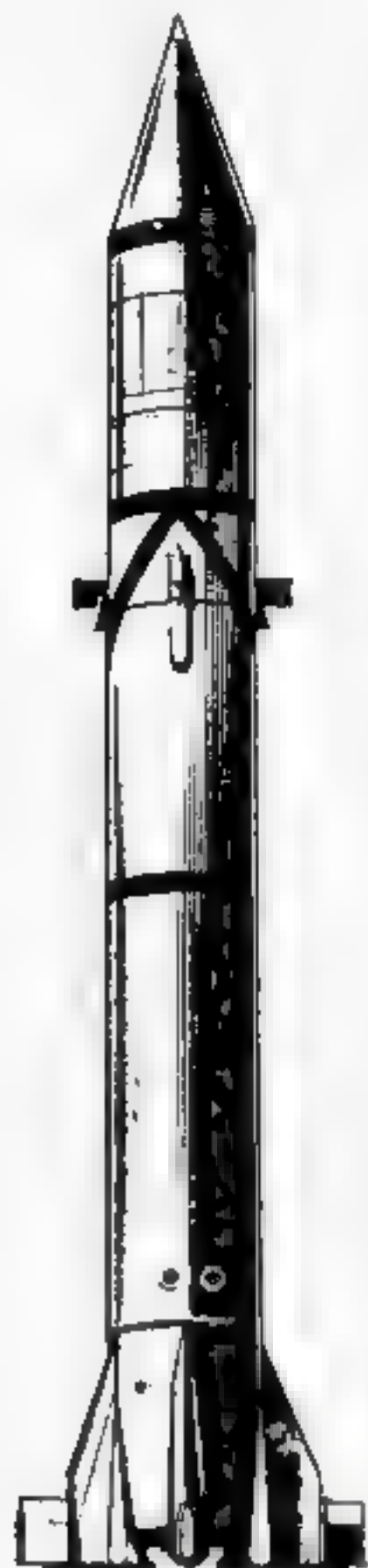
PROBABLE TEST RANGE extends from Kazan, a missile center, to Anadyr mountains. Other missile sites are at Komsomolsk, Taimyr, New Siberian Islands and Kolguyev.

U.S. MISSILES, ON HAND AND

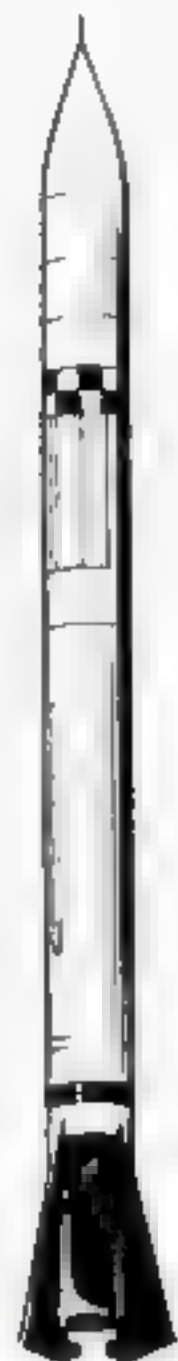
ARMY HAS BIGGEST ARSENAL AND THE FIRST

In the U.S. each of the armed forces has developed its own formidable arsenal of missiles. These drawings, based on unclassified information, show their relative sizes from the Air Force's 70-foot Snark to the Army's five-foot Dart. The Army has the biggest assortment of missiles in use or production. Its Jupiter (opposite page) is the first U.S. IRBM

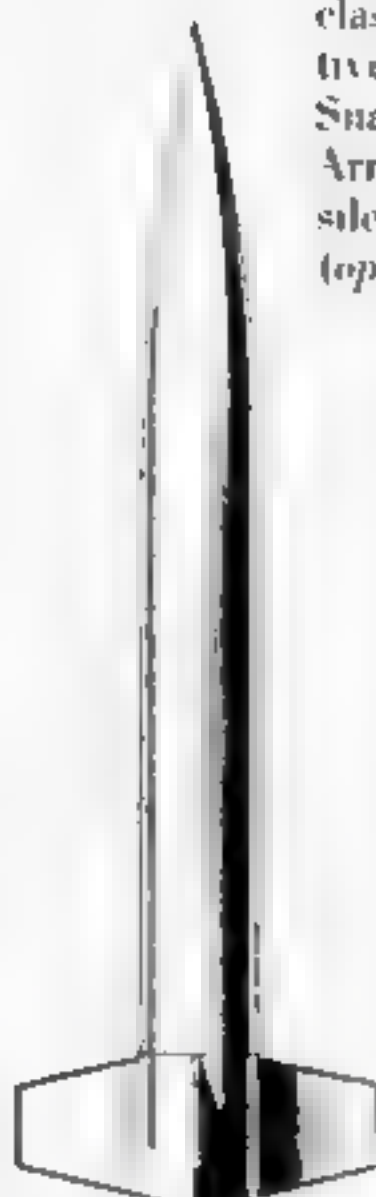
(intermediate range ballistic missile) to be successfully fired. The Redstone, with a 200-mile range, is a 63-foot ground-to-ground missile designed to be used as atomic artillery. The Corporal, Sergeant, Honest John, Little John and Lacrosse all have similar uses. The Dart, an antitank projectile, has a range of about 3,000 yards. The Nike Hercules, an antiaircraft



REDSTONE



CORPORAL



SERGEANT



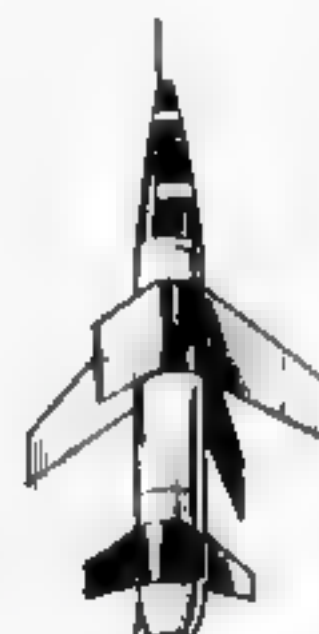
HONEST JOHN



HERCULES



AJAX



LACROSSE

AIR FORCE HAS THE BIGGEST MISSILE BUDGET

The Air Force is spending the most money this year for missiles—\$1.5 billion against \$400 million each for the Army and the Navy. It has the responsibility for the U.S.'s two ICBMs, Atlas and Titan. In addition, it is trying to perfect its Thor IRBM and will eventually take over use of the Army's Jupiter. None of these missiles is ready for production. But the Air Force has a powerful arsenal of lesser missiles already in production or use. They range from the 70-foot Snark, a

pilotless turbojet with a 5,000-mile range, to the seven-foot Falcon, an antiaircraft rocket fired from interceptor aircraft.

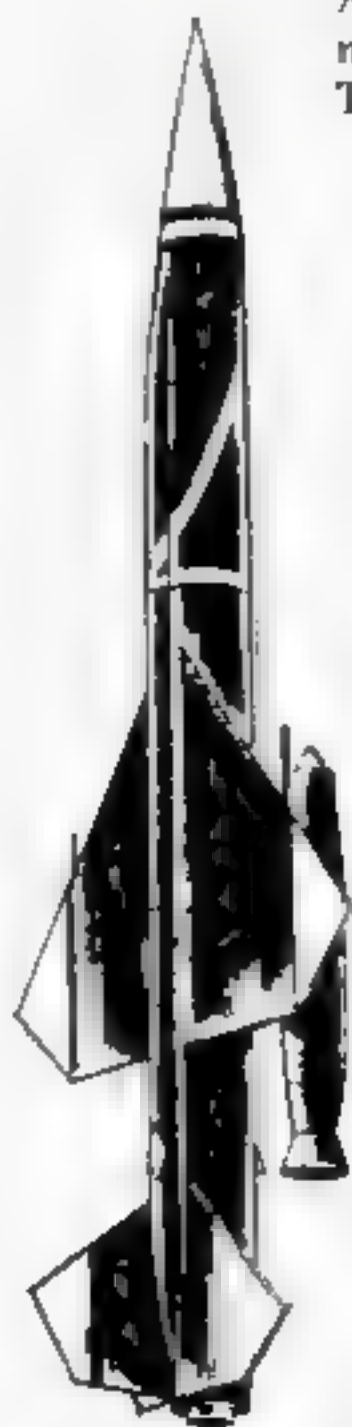
The surface-to-surface Navaho, which cost \$500 million to develop, is being canceled for lack of funds. Matador, a surface-to-surface missile with a 600-mile range, is now in use. Bomarc, just going into production, is a pilotless interceptor. Rascal will be dropped by bombers at a safe distance from the target, then be guided to the ground from the bomber.



SNARK



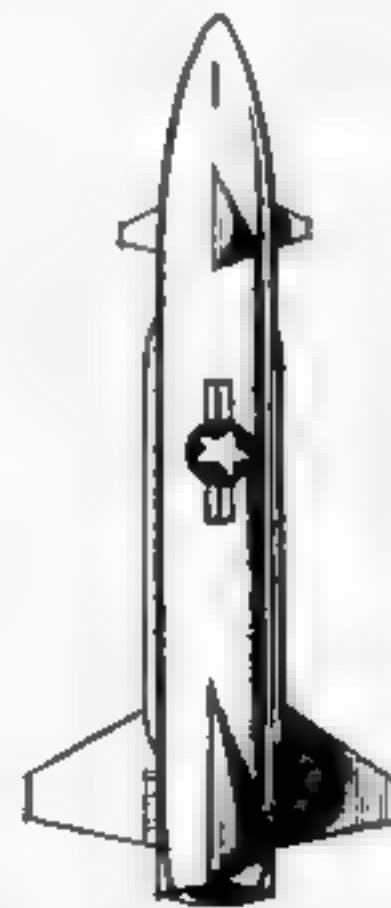
NAVAHO



BOMARC



MATADOR



RASCAL



FALCON

IN WORKS

SUCCESSFUL IRBM

missile now replacing Nike Ajax in defense positions around U.S. cities, has a range of about 70 miles. The Hawk is a short-range antiaircraft missile designed to intercept low-flying aircraft.

Under a Pentagon order, the Army is limited in use to missiles of 200-mile range. Even if it perfects Jupiter, it will have to turn it over to the Air Force.



HAWK

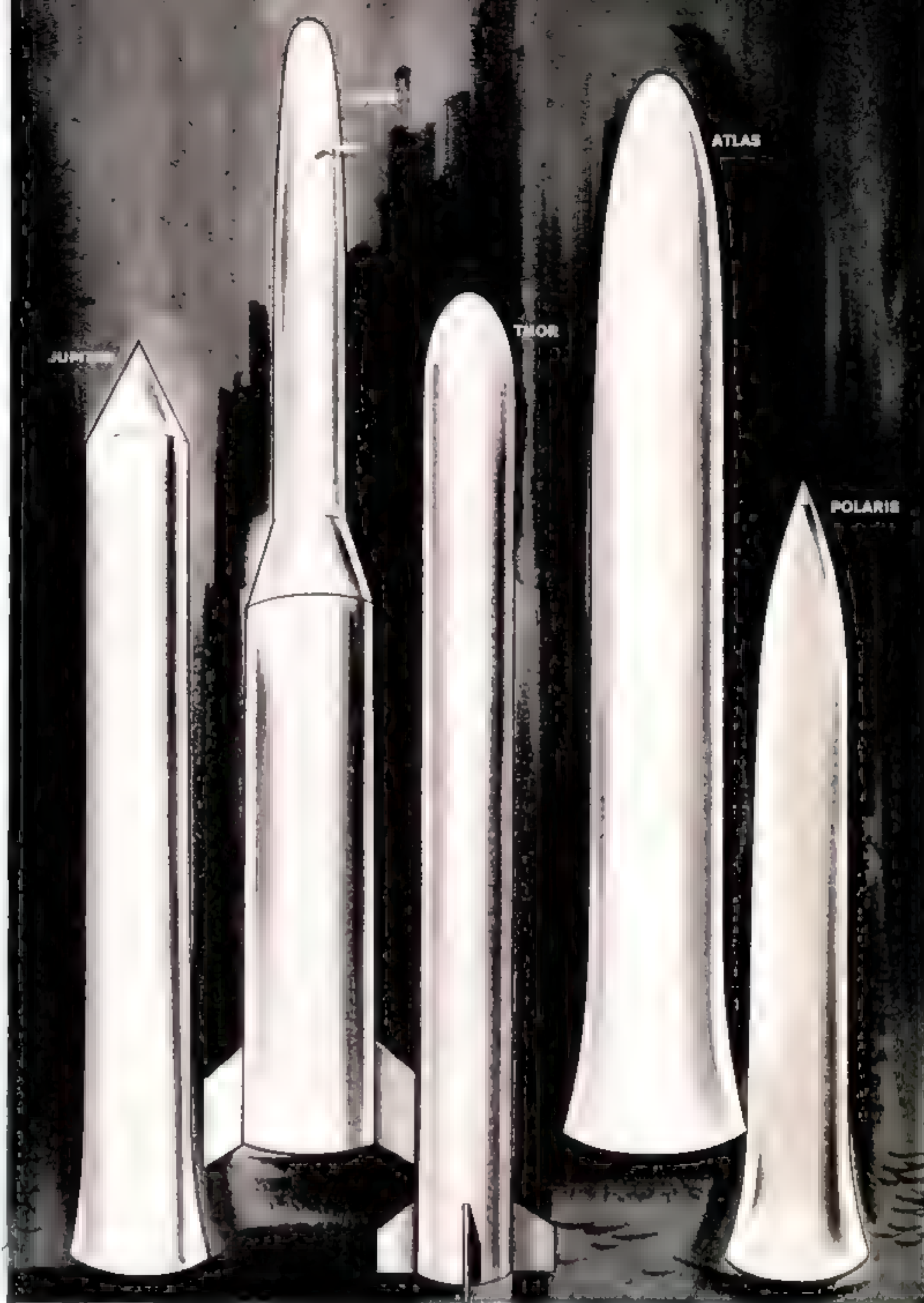


LITTLE JOHN



DART

SHROUDED SHAPES—details are secret—are of three IRBMs, Army's Jupiter, Air Force's Thor and Navy's Polaris, and the Air Force's Atlas and Titan ICBMs. Atlas failed in its first test flight (LIFE, June 24). Last week two IRBMs, one a Jupiter and the other reportedly a Thor, were fired successfully from Air Force base off the Florida coast. Neither the Titan nor the Polaris has yet been fired.



JUPITER

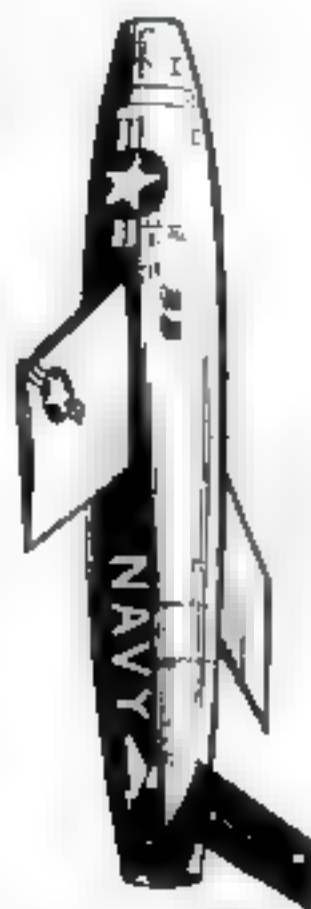
THOR

ATLAS

POLARIS



REGULUS II



REGULUS I



PETREL



TALOS



TERRIER



TARTAR



SPARROW



SIDEWINDER

NAVY HAS THE MOST VERSATILE FLEET

The Navy's array of missiles is the most versatile of the three services. Polaris, its IRBM entry (*above*), may be launched from submerged submarines. Regulus II is a supersonic surface-to-surface missile which can be fired from shore, ship or surface submarine. Regulus I is a slower (600 mph) version of it. Terrier, Tartar and Talos are surface-to-air antiaircraft

missiles. Sparrow and Sidewinder are air-to-air rockets carried into battle by fighter planes. Sidewinder uses infrared to seek out the enemy, has proved so accurate that in tests it has flown up tailpipes of target drones. Petrel, an airborne torpedo, is an air-to-underwater missile which is launched into water from a fighter and can home in on an enemy ship.



Shown in color on Page 6 and 7.

BUY YOUR VOCAMA FASHIONS HERE!

Below is a partial listing of the many fine stores now carrying fashions made of Vocama. If your favorite store is not listed, inquire for Vocama anyway—Vocama is nationally distributed. Vocama also in fashion piece goods departments.

Atlanta, Ga. Rich's
Boston, Mass. Jordan Marsh Co.
Charlotte, N. C. Ellard's
Charlottesville, Va. Miller & Rhoads
Chattanooga, Tenn. Loveman's, Inc.
Chicago, Ill. Mandel Bros.
Cleveland, Ohio Sterling, Linder, Davis Co.
Dallas, Texas Sanger Bros.
Davenport, Iowa Parker's
Dayton, Ohio Rike-Kumler Co.
Des Moines, Iowa Wolf's Inc.
Detroit, Michigan The J. L. Hudson Co.
Fort Wayne, Ind. Earl Groth & Co.
Fort Worth, Texas W. C. Stripling Co.
Framingham, Mass. Jordan Marsh Co.
Geneva, N. Y. McCurdy & Co.
Grand Rapids, Mich. Paul Steketee & Sons
Greenville, Tenn. Castner Knott
Jackson, Miss. The Emporium
Lincoln Village, Ill. Mandel Bros.
Little Rock, Ark. Gus Blass Co.
Long Beach, Calif. Buffum's
Los Angeles, Calif. J. W. Robinson & Co.
Madison, Wis. Harry S. Manchester, Inc.
Memphis, Tenn. Goldsmith's
Miami, Fla. Jordan Marsh
Milwaukee, Wis. Gumbel Bros. Inc.
Minneapolis, Minn. The Dayton Co.
Nashville, Tenn. Castner Knott
New Haven, Conn. Ed Malley Co.
New Orleans, La. Maison Blanche Co. Ltd.

New York City, N. Y. Arnold Constable & Co.
Northgate, N. Y. McCurdy & Co.
Oakland, Calif. H. C. Capwell Co.
Omaha, Neb. J. L. Brandeis & Sons
Philadelphia, Pa. John Wanamaker
Pittsburgh, Pa. Gumbel Bros.
Portland, Oregon Meier & Frank
Providence, R. I. The Outlet Co.
Richmond, Va. Miller & Rhoads
Roanoke, Va. Miller & Rhoads
Rochester, N. Y. McCurdy & Co.
Rochester, Minn. The Dayton Co.
St. Louis, Mo. Scruggs, Vandervoort & Barney
St. Paul, Minn. Emporium of St. Paul, Inc.
Salem, Oregon Meier & Frank
Salt Lake City, Utah Auerbach's
San Diego, Calif. Walker Scott Co.
San Francisco, Calif. The White House
Scranton, Pa. Scranton Dry Goods Co.
Seattle, Wash. Best's Apparel
Southdale, Minn. The Dayton Co.
Springfield, Mass. Forbes & Wallace
Syracuse, N. Y. Flah & Co.
Tacoma, Wash. Rhodes Bros.
Washington, D. C. Woodward & Lothrop
Youngstown, Ohio McKelvey's

In Canada

Hudson Bay Co., T. Eaton Co., Henry Morgan & Co., Ltd., A. J. Freeman (Ottawa)
La Cie Paquet Ltee. (Quebec)

VOCAMA FOR THE ENTIRE FAMILY

Vocama, the million dollar Arnel fabric, is now being made by these famous manufacturers and by a wide variety of other fine houses.

DRESSES AND SPORTSWEAR

Phil Althaus dresses
Samuel Bloom dresses
Chicago Skirt Co. dresses & separates
Cole of California bathing suits
Dani Juniors coat & jacket
Dumas of California coats
Emile Fashions dresses
Pat Hartly dresses
F. B. Horgan Co. separates
Seymour-Jacobson dresses
Jordan Manufacturing bathing suits
Junior Sophisticates dresses
Milton Lippman dresses
Lucinda dresses
Mandel Mfg. Co. dresses

BLOUSES

Adelant Blouse Co. Markay Waist
(Debrafit Blouses)
Erwin & Erwin Penny Potter Blouses

HANDBAGS & ACCESSORIES

Calderon Belts Marcel Wagner—gloves
Grandoe Gloves Marlow Handbags
Madcaps—hats Oomphies—slippers

ROBES

Lucie Ann Dorian Mackoud
Eye-Ful Lingerie Edward J. Mackoud
Flobert Raymodes
H. Hyman Tempo Lingerie

Jack Mann dresses
Vera Maxwell dresses
Mint Modes dresses
Molly Modes dresses
Jackie Morgan dresses
Nardis of Dallas separates
Petite Lady dresses
Polly Talls & Polly Briefs dresses
Princess Jr. dresses
Prestonaire dresses
C. H. D. Robbins dresses
Ross Originals dresses
Susan Thomas dresses
Town Club dresses
Murray White dresses

MEN'S WEAR

Better Made Headwear Co. sports caps
Izod (Division of David Crystal) sports shirts
M. Jackman & Sons sports jackets
State-O-Maine Robes robes

TOYS

Eddy P. Berkeley

INFANTS' & CHILDREN'S WEAR

Sissy Robes, Inc. Children's Wear

PIECE GOODS Abbot Mills, Inc.
Celanese® Arnel®

Celanese

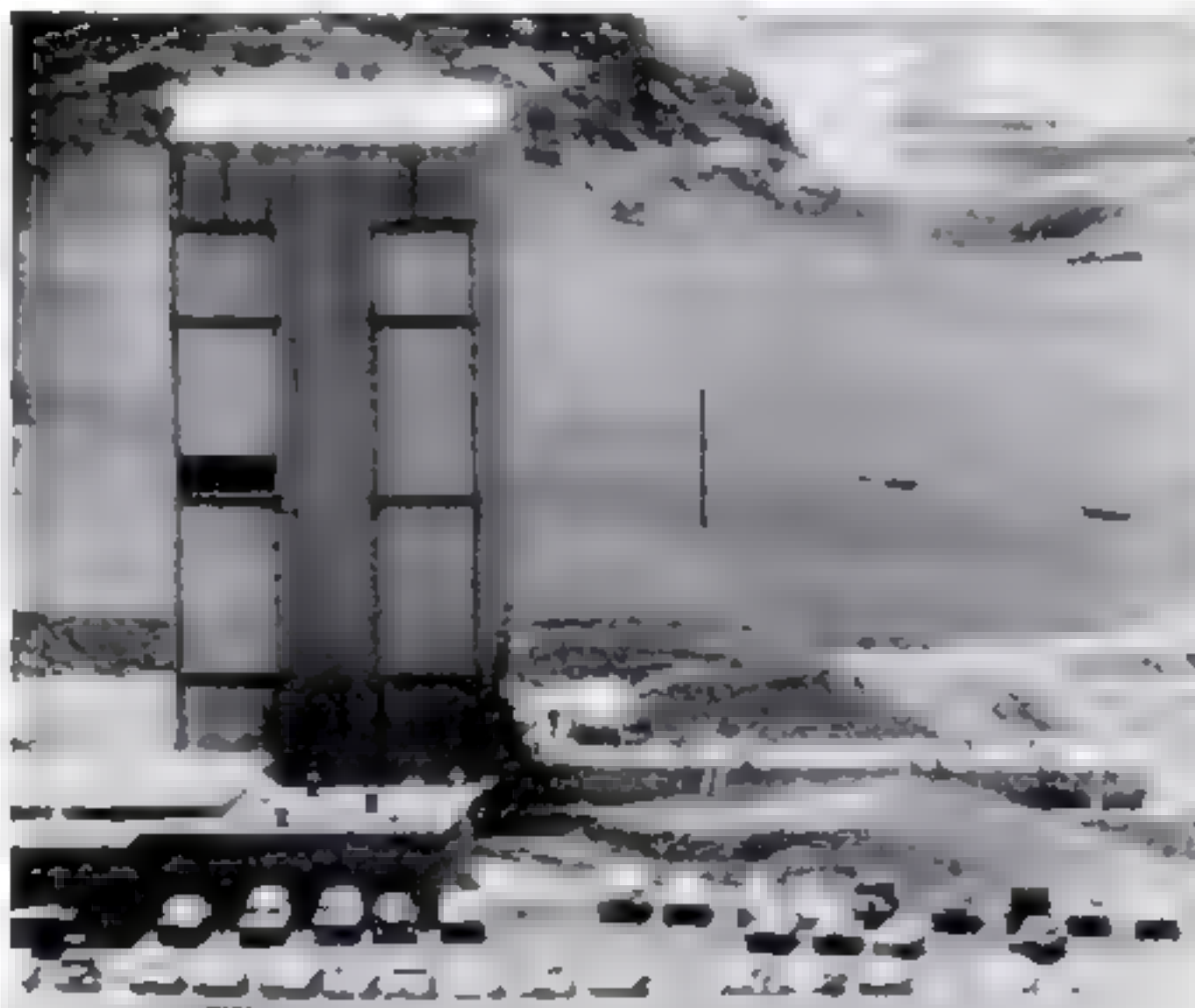
CONTEMPORARY FIBERS

RED ROCKET CONTINUED

THE RACE TO KEEP UP

Despite Soviet boasting which followed the announcement of the new missile, Washington experts doubted that the Russians have beaten the U.S. in solving all the complicated problems of guidance and re-entry into the atmosphere which are involved in manufacturing an ICBM (LIFE, Feb. 27, 1956). But their accomplishment does indicate that a totalitarian state which does not have to worry about voting appropriations or enlisting manpower can make great strides in technology.

The U.S. was hurrying to keep up. While workmen put the finishing touches on plants set up for the production of ICBMs, some congressmen chided the Pentagon for failing to spend enough of its money on missiles. One top missile officer disagreed: "We already have top priority," he said. "You can't go higher than that." But the Russian success was bound to produce some budgetary soul-searching.



HIGH-LEVEL LABORATORY for testing components of Titan ICBM is part of new \$40 million plant being erected by Martin in foothills outside Denver.



HONEYCOMBED FLOOR in \$40 million Convair factory near San Diego will support heavy computers needed to work out designs for the Atlas ICBM.

I. W. HARPER

since 1872

The Gold Medal Whiskey



...it's always a pleasure!

In the lighter, milder 86 Proof
or In 100 Proof Bottled in Bond
Every drop of the milder 86 Proof is original and genuine
I. W. Harper—distilled and bottled at the same distillery as
the famous 100 Proof Bottled in Bond.



BOTH KENTUCKY STRAIGHT BOURBON WHISKEY • I. W. HARPER DISTILLING COMPANY, LOUISVILLE, KENTUCKY



Finally! A home permanent
that never needs re-setting!

it's **bliss!** *

NEW CONDITIONING CREME WAVE IN A TUBE WITH APPLICATOR TIP!

Unwinds into soft, natural-looking curls right from
the curlers! You just brush out and go out!

bliss! *Smooths on from easy applicator-tip tube!*

Other waves may take a dozen messy steps, but not *bliss!* This fabulous new fragrant *creme* formula eliminates forever all dab, all drip, all bowls, all bother! Just wind and rinse, that's all you do . . . when dry, *brush out into glory*. It's *bliss!*

bliss! *Breaks the oil barrier . . . curls from inside out!*

This wave contains never-before-used penetrants! It gets *past* the natural oil that resists deep curling, and curls the *heart*, not just the 'wall', of each strand! You get a soft, *natural-looking* hair-do the moment you brush out. *No more re-setting—it's bliss!*

bliss! *Secretly conditions as it goes!*

Your hair is *cared for*—retains a healthy balance of oil and moisture, and even on damp days stays silken-soft and manageable! The only wave especially developed to let you *brush out and go out*—no more frizz, no more trying to get lasting curls from temporary hair sprays—day after day it's *bliss!*

Self-neutralizing! Recap the handy applicator-tip tube, save for next wave, extra end-curls, too!

\$2.00 PL. OR. 100



Just wind and rinse...when dry, brush out—

*never needs resetting—it's **bliss!***



Closing in on a known criminal on Chicago's South Side, police in a scout car check tensely by radio with headquarters. City lights rainbow the storm-splattered windshield as the car approaches the hideout.

THE EDITORS OF

LIFE

PRESENT A NEW SERIES

CRIME IN THE U.S.

With this article LIFE begins a major investigation of one of today's major problems—crime in the U.S. This first instalment deals with the great problems of measuring crime and pinning it down. The parts that follow will discuss the methods of coping with it—how the criminal is caught and what makes a good police force; how a complex structure

of laws and courts tries to render him justice; how he is punished and what efforts are made to help him reform; what psychological pressures may have got him into trouble in the first place. The sixth and final part will deal with the modern "white collar" criminal. The articles will be complemented with pictorial essays by artists and photographers.

The cries of 'Crime Wave' grow louder but effective counterattack is delayed because we do not use modern way of pinning down facts

by ROBERT WALLACE

THE nation in the fall of 1957 appears to be threatened by a catastrophic wave of crime. From almost every major city in the past year have come frightening reports showing not merely an increase in the number of crimes but a dreadful shift, it seems, in their nature. Incredible brutality is the prime characteristic of contemporary murders. The vandalism of juveniles is no longer understandable even to the most indulgent and soft-minded adults but has become savage and wanton beyond belief. The decline of morality in business, politics and sex is everywhere observed.

In New York City there have been 26 juvenile murders thus far this year. One of these, occurring in midsummer, had a feature so repulsive that even the most hard-bitten police could scarcely believe it. The victim was a 15-year-old boy who had once had polio and could not run fast. He was set upon by a teen-age gang and stabbed to death for no apparent reason. Among his assailants was a creature, he later told police, who had always wanted to know what it would feel like to plunge a knife through human bone. After he had thrust his knife so deeply into his victim's back that its point nearly emerged through his chest, he glanced down and said, "Thanks a lot."

In Brockton, Mass., also in midsummer, there occurred another spectacularly repulsive crime. To the outraged people of New England it seemed far worse than New York's juvenile murder because it could, it seemed, have been predicted and prevented. The victims were two brothers, 11 and 12, who had gone for a swim in a public pond and had disappeared. Police, searching for them, found their naked bodies partially hidden in some bushes near the pond. They had been killed by stabbing and then some attempt had been made to cremate them. Near the bodies lay a key, which was presently found to match the door lock of a 20-year-old man named Raymond Ohlson. In checking Ohlson's record the police found the following facts: that in 1949 he had been brought before

a judge and charged with an assault on a 3-year-old boy but had been released in the custody of his parents; that in 1950 he had been charged with an assault, involving intent to murder, on a 12-year-old boy and had been given a 10-year sentence. With four years of his sentence remitted for good behavior, he was released last June, one month before he committed his double murder.

The dismal pattern of the Ohlson case—the known, predictable criminal turned loose upon society after time off for "good behavior"—is familiar to the entire nation.

Current reports of crime are not confined to murders. In the past eight months the parade of arrogant, snarling labor racketeers before the McClellan committee has revolted everyone who has read of it. The California trial of correspondents of *Confidential* magazine involves a whole spectrum of crime. Individual prosecutions may never be made because of it, but the public testimony reeks of vicious, criminal libel; of adultery and prostitution; of blackmail and perjury and a half-dozen other crimes of which 20th Century Americans seem not only capable but fond.

Is it really a 'wave'?

THE list of crimes and criminal conditions of 1957 could be expanded to enormous length. But the list would still be largely a compilation of reports from the nation's press. A thoughtful man might question whether they are true evidence that a "crime wave" is in progress—perhaps they are only "normal" behavior for the present society. Is there better evidence? Are there some statistics, some comparative figures that may indicate what the trend really is?

Since 1930 the Federal Bureau of Investigation has been collecting and tabulating reports of crimes from every corner of the nation. Twice

CONTINUED

3 DESPERADOES GET 30 YEARS
Prison Years Pile Up for Young Bandits

**MAN SLAIN, 2 COPS,
GIRL SHOT IN LINE**

**Five Youths
Sentenced in
Gang Ruckus**

**Lone Gunman Escapes With \$45,000
In State Bank Robbery at Hobbs**

**Boy Kills Great-Uncle,
Steals Car for Joy Ride**

New Teen Violence

**2 Draw 20
For Stickup
In Stewart**

**Hoffa Tells Racket Quiz
of Borrowing \$120,000**
**DIO'S 'SPONSOR
SAYS HE'LL FIND WOMAN'S HEAD
TALK IN HARBOR MYSTERY**

5 KILLINGS

Youths Run Wild in 3 Boros

**NEIGHBOR KILLS
WOMAN, 2 TOTS**
Spurred, L.I. Man Runs Amok

FIEND HUNT

ACCUSE

Bank

Take \$

In York

Hole Is Burned

\$103,000 in Box

FROM NEW YORK TO LOS ANGELES, FROM CHICAGO TO MIAMI, THE NATION'S AUGUST NEWSPAPER HEADLINES SCREAM ABOUT YOUTH CRIME.

WORLD OF CRIME CONTINUED

a year the FBI releases its figures in booklets called Uniform Crime Reports. If these reports confirm the impression that a crime wave actually is in progress, certainly the time has come to take a long, close look at the problem.

The U.S., said FBI Director J. Edgar Hoover a few weeks ago, is in the midst of "an ever mounting wave of crime." The Bureau's statistics reveal an almost unbroken succession of increases in crimes per year since the end of World War II. All manner of crimes, not merely certain categories, are listed with rapidly rising frequency. Homicides, rapes, assaults, robberies, burglaries and car thefts all increased enormously in number from 1946 to 1956. "Major crimes reached a new high in 1956," says the FBI's report. "Increases in seven of eight categories brought a record 2,563,150 major crimes for the year. This is 13.3% above 1955 and the first total above the 2.5 million mark." One particularly startling comparison can be made in the FBI's estimation of the number of major crimes in 1946 and in 1956. In the first year after the war there were 1,685,203; a decade later the figure was 2,563,150, an increase of 40%.

Can there be any doubt that these figures show that a crime wave exists? What should—or can—be done about it?

There are two conspicuous courses. The first is to get tough, to rise up in righteous indignation and try to teach the criminal population a lesson it will never forget. This course, which has been taken at many times and places in the past, is now being followed in New York. Many eminent citizens, including one judge, have proposed that a curfew be imposed on the city's youths whereby teen-agers must be off the streets by 10:30 p.m. or face arrest. The mayor, reacting to great pressure from the press, has ordered that the entire current class of rookie policemen, 536 men, be assigned to night beats while they complete their studies during the day. The governor of the state has offered to give whatever aid he can to the troubled city. A police commissioner has announced that he will meet force with lawful force—obstreperous juveniles may expect to have their skulls cracked.

The second approach to the problem of crime is, for the moment, to take no extraordinary action at all but merely to think about it, to question every statement, "fact" and "statistic," and to try to build up an accurate picture of what may—or may not—be happening. This approach may seem mistily academic to the individual victim of a mugging attack, who would prefer to have the assailant removed from his back, not tabulated. But it has something to recommend it: it has, surprisingly, not often been tried, whereas the get-tough approach has been employed not merely for years but for centuries with only small success.

'Ah sinful nation'

THE thoughtful approach begins with a backward look. "The earth also was corrupt before God, and the earth was filled with violence," said the author of Genesis more than 4,000 years ago. "Ah sinful nation, a people laden with iniquity, a seed of evildoers, children that are corrupters," cried the prophet Isaiah in 700 B. C. "How is the faithful city become an harlot! it was full of judgement; righteousness lodged in it; but now murderers. . . ."

It may be argued that the great men of the Old Testament took an unnecessarily jaundiced view of life. They wrote jeremiads but had never seen a zip-gun. To those who doubt the validity of the ancient complaints, it may seem reasonable to move a little closer to the present.

"The increase of crime is becoming one of the most startling notices of our daily newspapers. Of that fact there can be no doubt. Three, four, five and in one case eight murders are announced for New York for one week. We are becoming familiar with what, 20 years ago, would have shocked the universal conscience." —*Harper's Magazine*, 1853.

Again it may be argued that some bilious magazine editor, writing a century ago, really had no idea. Mid-19th Century America was a fine and noble place, whence came all the good old-fashioned principles ignored today. Perhaps it would be well to move even closer to the present.

"The city challenged by crime: There was a vile and atrocious crime committed up on Washington Heights. The average law-abiding citizen . . . can feel only a sickening sense of shock. . . . To be specific New York has a crime problem. So has every other big city. The most serious part of it is crime by the young. And if this alarming growth isn't checked at the beginning, the result may well be that there won't be enough prisons to hold all the criminals. Obviously the time to act is right now."—*New York Herald Tribune*, 1957.

It may be that the last statement is really the valid one, and that the earlier ones were merely yawns by alarmists who did not know how well off they were. However there are men who will debate the point. One of these is Ralph W. Whelan, executive director of the New York City Youth Board, which is deeply concerned with the problem of juvenile delinquency. It recently occurred to Mr. Whelan to point out that many "crime waves" are subjective in origin: three or four isolated incidents

EMERGENCY REINFORCEMENTS against outbreak of juvenile gang violence, rookie cops march out of station house in New York City to help the





BANK ROBBERIES, OF MURDERS, KIDNAPINGS AND LABOR RACKETEERING, OF FIENDS AND SADISTS AND DESPERADOES, AND OF POLICE ACTION

of crime may become associated in a man's mind, and he may therefore believe that disaster is at hand.

Mr. Whelan, when he made this innocent statement to the press a month ago, knew that logic was on his side. He knew, for example, that whereas there have been 22 juvenile murders in New York in the first six months of 1957, there were 29 in the like period in 1956. He knew also that in other recent years the figures have been even more disturbing. So Mr. Whelan referred to New York's "crime wave" as "an almost hysterical situation" created by the press and added that he thought the idea of a juvenile curfew was silly. For saying these things, Mr. Whelan was promptly flogged by the editorial writers. One belt at him, also in the *Herald Tribune*, ran for 350 words but can be summed up, perhaps a little roughly although not unfairly, in three. "Shut up, Whelan," it said.

The experience of Mr. Whelan and the quotations from the Bible and *Harper's* are not mentioned for the purpose of minimizing the state of crime in the U.S. today. Crime does exist and is widespread. There may indeed be a national wave of it, and if there is, it is a deadly serious problem. But hopefully, if it can be borne in mind that crime has always seemed at its dreadful peak to all generations and that calm men have often been ridiculed for making moderate statements about it, the discussion can get on to a basic point: statistics. Therein lies the core of the matter. But who knows something about criminal statistics?

The foremost authority on criminal statistics in the country, and perhaps in the world, is Dr. Thorsten Sellin, a name generally unknown

regular police. More than 500 rookies, augmenting a regular city force of 23,722 cops, were assigned to patrol areas where incidence of crime was high.



to criminals or to the law-abiding public. Even when it is added that the name, which is Swedish, is pronounced *Sel-lean*, there will be no flurry of recognition.

Dr. Sellin is head of the Department of Sociology at the University of Pennsylvania and has spent more than 30 years studying criminal statistics. He has written a great many basic works on the subject, although none has been in the best-seller class. Mainly they are small essays and monographs which appear in *Proceedings of the American Philosophical Society*, the *Journal of Criminal Law and Criminology* and similar publications. The essays have modest titles: "A Few Observations on the Statistics of Juvenile Delinquency" is a typical example. But smallness and modesty are sometimes deceptive; Dr. Sellin's few observations are blockbusters. One of them, certainly, will startle people who have grown used to the idea that all things American, particularly in the field of the punch-card and the electronic computer, of automation and the efficiency expert, are necessarily good. "The U.S.," says Dr. Sellin, "has the worst criminal statistics of any major country in the Western world."

Because he believes that the nation's criminal statistics are so poor, Sellin believes also that it is extremely difficult to tell whether national crime rates are trending upward, downward or sideways. The phrase "crime wave" is meaningless to him, unless the reference is to the one big crime wave that began when Cain killed Abel, and continues. But it is no light matter to dismiss most American criminal statistics out of hand; there must be some justification for doing so.

"National statistics are simply composites of local statistics," Sellin says, "so let's take a look at some local statistics. Consider two things that happened in the U.S. in 1950. The first took place in New York City, which had a fantastic 'crime wave.' Burglaries, which had been reported previously at a fairly steady figure of about 250 a month, suddenly began to be reported at the figure of 1,000 a month. Then it was 2,000, and I believe eventually 4,000. What on earth happened?"

A wave of good behavior

THE other interesting statistics of 1950 came from California. While New York had its crime wave, California had a wave of good behavior. The rates of murder, assault, burglary, larceny, all the major crimes, went sharply down, some as much as 35% or 40%. What happened?"

Is there some invaluable lesson to be learned from the California experience? What did the police or the citizens do to reduce crime so suddenly and considerably? Unfortunately there is no lesson. What happened in California was that the federal government, as it does every 10 years, took a census.

California's crime rates, Sellin points out, were based on units of 100,000 of population, like the crime rates of all other states and cities. In 1949, for example, the rate of murder in California was 4.97 per 100,000. Robbery stood at 136.1, theft at 2141.6, and so on. During the decade 1940-1950 the population of California grew enormously, from seven million to 10.5 million, a gain of 50%. But because there were no correct population figures available for intercensal years, all of the crimes committed in every year from 1940-1949 were attributed to the population of 1940. When the new census was taken in 1950 the crime rates were adjusted accordingly and there was a spectacular "decrease" in crime.

Crime rates in the nation as a whole also "decreased" in 1950, for the same reason. In 2,297 cities with a total population of 69 million the rate of every major crime was "lower" in 1950 than it had been a year before. However, although the rates were down, the volume was up because the

population had increased. It was this fact that received attention in the press releases of the year. "Every five minutes during 1950 someone in the United States was feloniously assaulted or killed," the FBI's report said. "The total volume of crime in 1950 was up 1.5% across the nation with all individual offense classes showing increases except robbery."

Dr. Sellin has no quarrel with the FBI; quite to the contrary. He is merely depressed over the handling of press releases and the misplacement of emphasis, which is not the fault of the FBI but of human nature.

What happened in New York City in 1950 is a shorter and simpler story. New York got a new police commissioner, Thomas Murphy, who examined police practices in reporting crime and discovered that they were not good. The reporting was done on a precinct basis, with each precinct captain competing with the others. The fewer crimes that were reported, particularly the fewer unsolved crimes, the better each captain looked. Commissioner Murphy put the reporting on a centralized basis and ordered all captains to report all crimes whether they were solved or not. The result naturally was that the total number of crimes reported went up and New York promptly had a "crime wave."

Sellin can point to many other "crime waves" and "decreases" in all parts of the country over past years. In the Prohibition decade in his own city of Philadelphia, for example, it suddenly appeared that the population had taken, en masse, to drink. Drunks by the hundreds and the thousands were booked by the police. Consternation reigned in the public bosom. But what had happened? What had happened was that Smedley Butler, the famous retired Marine general who believed that all lawbreakers should be booked, had become police commissioner. In the past, police practice in dealing with drunks had been simply to pry them off the sidewalk and take them home. Under Butler police were instructed to pry the drunks off the sidewalk and book them for public intoxication. This small change in policy, and the relative triviality of public intoxication as a crime, may seem unworthy of notice in a discussion of the big national problem. But it is of real importance. Of the 2,070,794 arrests throughout the U.S. last year about 800,000 were for public intoxication and another 200,000 were for disorderly conduct, generally the same thing. What do these arrest figures mean? That there are more or fewer Smedley Butlers in office throughout the country? That there was more or less drunkenness in public? And what, if anything, has this to do with crime?

Local whimsies, national trends

THE FBI, in tabulating national criminal statistics, acts merely as a service organization. Whenever it can it takes local whimsies into account when it figures the national trend. But it has no control over the local collection of statistics and cannot always inculcate its own high standards in local authorities. For that reason the FBI is always careful to include this statement, indeed to underline it, in every Uniform Crime Report: "In publishing the data sent in by chiefs of police in different cities, the FBI does not vouch for their accuracy. They are given out as current information which may throw some light on problems of crime and criminal law enforcement."

There are other reasons why data in the FBI's reports may not reflect an entirely accurate picture of national crime. The efficiency of many local police forces is constantly increasing. As this occurs better records are maintained and thus more crimes are reported. The policies of prosecuting officials and courts may change from time to time, as may the attitude of the public toward law-enforcement problems, thus creating "trends" in crime.

Even the definition of crime may change. Ordinarily, if moral, religious and philosophical considerations are properly set aside, crime is defined in the legal language of the law dictionary: A crime is "an act committed or omitted in violation of a public law forbidding or commanding it." This is the definition used by Sellin and most other students of the subject. But what is "public law" today may not have been public law yesterday and may not be tomorrow. New concepts and in-

ventions—the automobile, for example—have profound effect upon public law, as do taxes, the growth of cities and many other things. Some years ago Harvard's famed dean of law, Roscoe Pound, made a study of this point in relation to the laws of a single state, Rhode Island. "When all are taken into account," Dean Pound concluded, "the number of crimes for which one may be prosecuted in Rhode Island has very much more than doubled in 50 years, and multiplied by eight in 100 years."

For the foregoing reasons the problem of the FBI, in tabulating and attempting to make sense out of statistics sent in by 6,595 police chiefs and agencies throughout the country, is a large one. For convenience,

eight categories of crime are established as the backbone of each Uniform Crime Report: murder and nonnegligent manslaughter; manslaughter by negligence; rape; robbery; aggravated assault; burglary—breaking or entering; larceny—steal; and auto theft. An examination of a couple of these categories provides further ground for depression to a social scientist like Sellin, to whom a clear definition of terms is a basic necessity. "Murder" to the layman means, as a rule, first-degree murder: cold, premeditated killing. But within the category of murder and nonnegligent manslaughter are grouped not only first-degree (planned) but second-degree (unplanned) murder as well as voluntary manslaughter. In other words the range includes everything from so skillfully planned and executed a crime as the Chicago St. Valentine's Day massacre to so "crude" a crime as an ordinary street fight, in which one participant is knocked down, hits his head on the curb and dies. To Sellin it seems foolish to generalize that "murder" "increased" or "decreased" in any given year.

"In the category of rape are included both forcible and statutory rape," Sellin says. "In the latter case no force is involved but the victim, if that is the appropriate word, happens to be under a given age, perhaps 18. Is it wise to include both these crimes under one head-

ing?" In the FBI's report for last year it appears that there were 15,225 cases of rape in the U.S., of which about 40% were statutory. The arbitrary figure 15,225 brings a wry grin to the face of Sellin, who recalls a conversation he had some years ago with the late Dr. Kinsey.

At the time of the conversation there were about 60 men in the Indiana State Prison serving sentence for rape. "How many cases of rape do you estimate there were in Indiana last year?" Sellin asked Kinsey.

"You mean instances of rape as defined by law, not individuals involved?" said Kinsey.

"Yes."

"Several million, certainly."

If Kinsey's estimate may be expanded to cover the nation, it would appear that there were not 15,225 instances of rape in 1956, but some astronomical number. It makes an interesting statistic for a Soviet propagandist writing in *Pravda* but, as Sellin says, what does it mean?

Another questionable category is that of car theft. It is thought that about 80% of car thefts are committed by juveniles, and it is known that almost all of the vehicles are recovered within a short time, usually undamaged. The idea of actually stealing the vehicle, appropriating it permanently for his own use or selling it, apparently does not often occur to the juvenile. A better term for car theft in such cases might be "unauthorized use," a crime to be sure, but perhaps not so serious as real theft. If unauthorized use of cars is increasing is it because there are more cars available today for the purpose? Is it because car owners are more careless about leaving keys in ignition locks? Is it because children learn to drive cars today at an earlier and more irresponsible age?

Sellin does not quarrel with all national statistics; some he thinks are good enough to be the basis of judgments about crime. Not all criminal homicides are discovered, he points out, but at least enough of them are brought to light to form a very large sample of the activity in the



DR. THORSTEN SELLIN, 60, of University of Pennsylvania, is one of world's outstanding authorities on crime statistics.

TEXT CONTINUED ON PAGE 59

PICTURES ON NEXT EIGHT PAGES



A PROWL CAR HALTS IN A NEW YORK STREET, A YOUTH COMES NERVOUSLY TO ITS SIDE. "YOU CLEAN?" THE COP ASKS. "WE'RE WATCHING YOU."

THE ATMOSPHERE OF CRIME

On the surface the world of crime is much like the world of honest men: its setting is a busy street, a small hotel, a quiet apartment building. But underneath, this world has its own dark atmosphere. Its sounds are those of sirens, whistles, shattering doors, swift footsteps—and the ominous noise of silence. Its smell is the stale smell of city streets in summer, the reek of antiseptics and dried blood. Its denizens are men of prey and men of law, to many of whom a gun is a tool familiar as a fork. Things take on different meanings. To men engaged in crime and violence a roving police car is a threat, not reassurance. Safety lies in dark alleys,

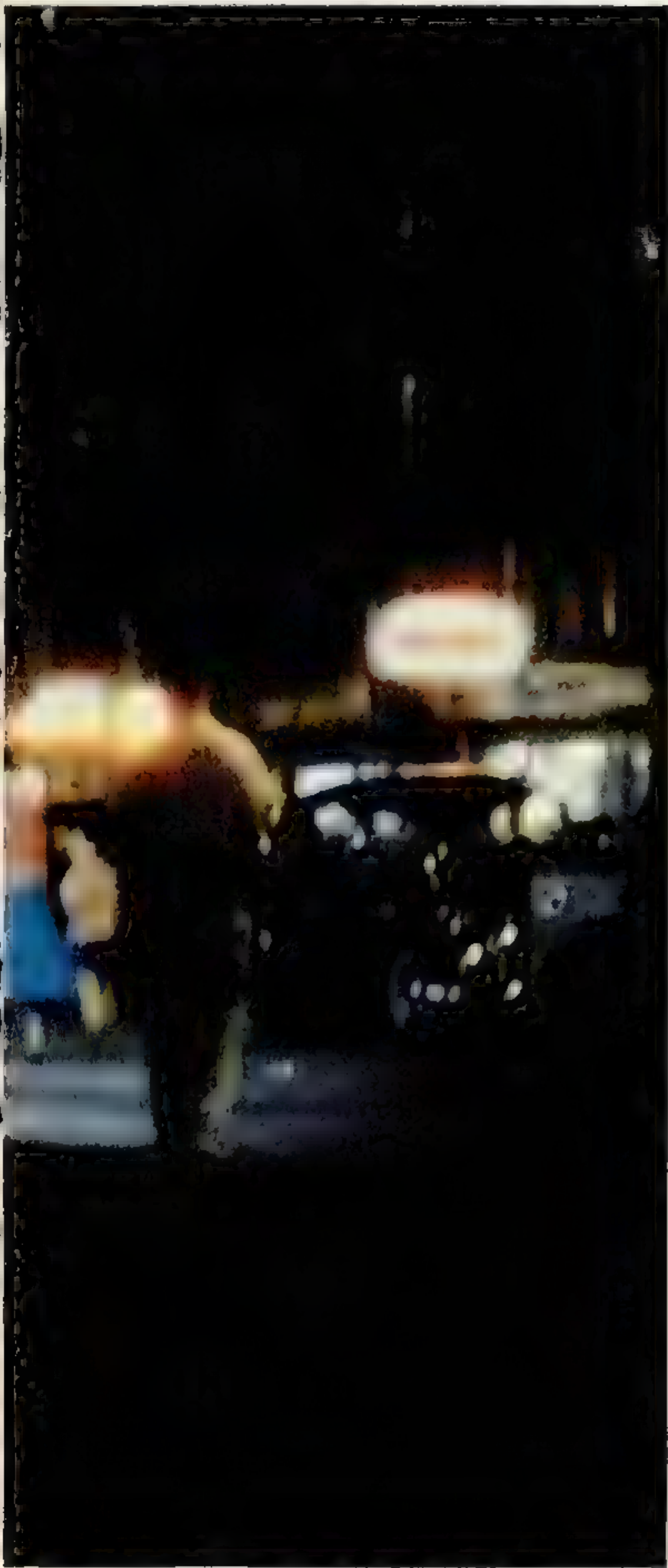
not in bright lights, and any sidewalk incident, instead of attracting a crowd, empties a block like lightning. It is a busy world and one without much pity, where police and criminals alike are hardened to sights of brutality. Into this world, to record the atmosphere of crime, LIFE sent Photographer Gordon Parks and Reporter Henry Suydam. For six weeks they toured the streets of New York, Chicago, San Francisco and Los Angeles, sometimes alone, sometimes working closely with the police. Their portfolio of color pictures shows the nether world from its own point of view, with all its violence and stealth, its misery and death.

Photographed for LIFE by GORDON PARKS

CONTINUED



A furtive poker game whiles away a hot summer night on a tough sidewalk in New York. The beat cop has just passed, and the youths have time for a few more hands before he returns to break up the illegal game.



On North Clark Street, Chicago, four doors from where the St. Valentine's Day massacre took place, two suspects are herded into a police van. The calm arrest draws no crowd and barely interests the man on the porch.



Half expecting an explosive moment, youths lounge in a store-front light in New York's Puerto Rican district. Now they are bored. But someone is always kicking someone around, and they keep an eye on the dark.





Guns drawn Chicago detectives break in the door of a suspicious room. Surprise means safety. A quick kick follows a perfunctory knock.



Hands high and trembling in the eerie light, a man is frisked by detectives. He knocked on the door of a criminal's apartment they were searching. They softly asked him in, then "Raise your hands. High. Frisk him."

CONTINUED



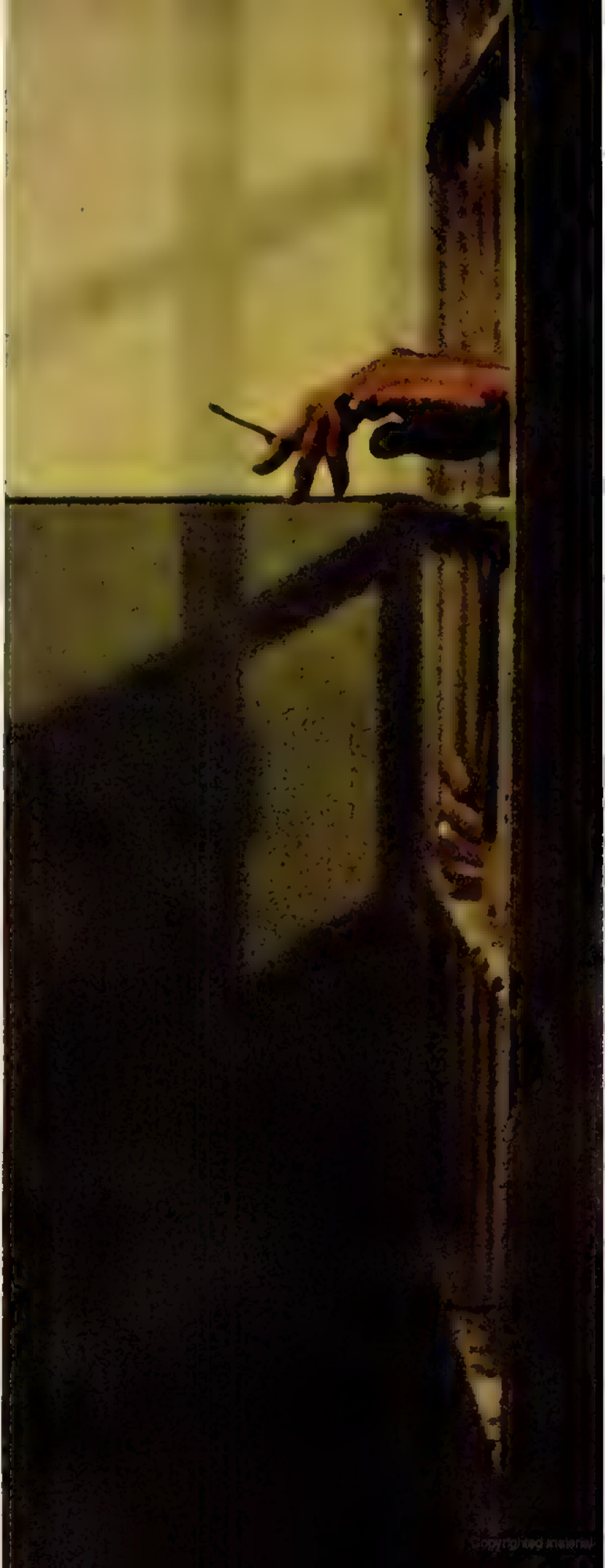
A sidewalk puddle reflects a common tragedy. A police van drives up to a Chicago hospital's emergency door with a knifing victim. Tired attendants, once compassionate, sit idly by.



San Quentin's gas chamber (above) is readied to take a life. Now a guard adjusts the chair in the too-clean room. Next day a hearse (reflected in store window, below) drives the dead murderer out.



The left hand of a man who knows the ropes nonchalantly dangles a cigaret through the bars of a Chicago prison. But the man's right hand, grasping the bars below, betrays him: he is frustrated and locked in.





At the end of the day in San Quentin the prisoners file back to their cells, chatting, joking, strangely casual. An order is given. They shuffle in. There is a sudden great clang of the doors, then silence.



1845 CRIME WAVE as seen by *National Police Gazette* included an attack in which a lady saved her sweetheart, "discomfited a desperate footpad."

TEXT CONTINUED FROM PAGE 50

U.S. Thus it may be safe to generalize about homicide—and the generalization may be rather surprising to readers of newspaper crime stories: today the rate of homicide in the U.S. is lower than it was 25 years ago. In 1930 there were about 8.9 homicides per 100,000 of population, and in 1955 there were 4.6. But even regarding these figures, which seem to "prove" something, Sellin appends a question. "Today," he says, "medical techniques are improved, more ambulances and hospitals are available, and the lives of many people who might earlier have died from assault are being saved. What does this do to your statistics on homicide?"

As Sellin says, no one really knows for sure what the trends are in crime in the U.S. Crime is an age-old condition of society. It is not like the Colorado potato beetle, a menace one day and gone the next. But the problem cannot be dismissed with such a negative observation. Sellin is a constructive thinker. He has devoted much of his life to an effort to promote the collection of truly good statistics which can serve as a basis for action against crime. Legislators at the local, state or federal level, he thinks, must have reliable statistics before they can make sensible laws. "If a law is passed merely in response to public hysteria, to satisfy vocal groups which cry 'Crime wave!' the law is likely to be a bad one."

Sellin thinks good statistics would be of great value to those who administer the law as well as to those who make it. Police, judges and penologists need statistics to check the effectiveness and the efficiency of their work. But how does one go about collecting good statistics?

Caught vs. uncaught criminals

ONE variety of criminal statistics, collected widely in Europe, deals only with proved offenses for which convictions have been obtained. This is based on the belief that one cannot tabulate a crime until the exact nature of an offense has been determined by a court and the guilt of the accused established. Statistics based on anything short of this are based legally on hearsay. But the system has its flaws. The criminologist is interested in *all* criminals, not merely in those who are caught. The convicted criminal may be a very poor representative of his class—the dumb-john, the bungling, lead-footed fellow who is so stupid that he cannot escape, or so reckless or arrogant that he does not try hard. Convicted criminals are, at the very best, only a small sample of all criminals, and possibly a bad one.

A second variety of criminal statistics deals with crimes known to the police, whether the criminals are apprehended or not. The "crimes known" system is used in the U.S. and some European countries and it too has its flaws. When crimes are reported to the police, the police must investigate them and determine whether crimes actually have

CONTINUED



*It's
the Fashion...*

RELAX

IN HAGGAR
SLACKS

HAGGAR
Slacks



AT THE GAME or anywhere you go, be comfortably well-dressed in Haggar Slacks, the best-looking, best-fitting slacks you can buy. *More men wear them than any other brand!*



HAGGAR
Imperial
FLANNEL-CHEKS

"The ultimate in trouser quality!"
Haggar Imperial Slacks in a luxurious 100%
worsted fabric—tailored with fine
custom details.

About \$14.95

Other Haggar Slacks \$6.95 to \$20.00

See Haggar Imperial Herringbones and
Imported Italian Flannels also at your
dealer's.

HAGGAR COMPANY • DALLAS

From Research comes **TRUTH**



Penetrating Medical Studies to determine speed of pain relief without stomach upset—confirm:

BAYER

brings Fastest Relief

...the fastest-acting, most gentle-to-the-stomach relief you can get

TRUTH based on 3 years' research

In 1934, as part of a continuing research project in the field of pain relief, BAYER sought the aid of one of America's foremost analgesic authorities, whose work is centered in several large New York clinics.

This specialist began a series of clinical tests to compare the action of BAYER Aspirin

versus aspirin with a 'buffer' added.

Thousands of tests were made on patients actually suffering pain... the findings were analyzed and corroborated beyond any doubt. Throughout three years, the results verified that BAYER is the safest, gentlest, fastest-acting pain reliever you can buy.

TRUTH—confirmed...

BAYER called for further tests, further evidence. This new research was conducted by members of the staff of one of the East's prominent Medical Schools.

Again and again, BAYER and aspirin with a 'buffer' added were tested clinically

to determine speed of pain relief without stomach upset... tested on people suffering from many types and degrees of acute pain suffered daily by millions.

Again, the results were the same... adding further confirmation that ever-dependable BAYER Aspirin is still the safest, fastest, gentlest pain reliever you can get!

TRUTH—confirmed again!

To climax its relentless search for the truth about pain relief, BAYER requested an eminent professor of a renowned Mid-Western Medical School to undertake a new study of people in actual pain. The two pain relievers were again compared under true

pain conditions. The findings of this third study were overwhelming and indisputable!

Hundreds of pain-ridden patients in the three independent studies verified over and over again that BAYER is still the safest, most reliable antidote for pain in medical history. You can trust your body to BAYER to feel better fast.

THIS RESEARCH is based on the one final and absolute method for testing the value of pain relievers—by studying people suffering from real pain.



For headache, backache and many other pains...

FEEL BETTER FAST

—with BAYER® ASPIRIN

WORLD OF CRIME CONTINUED

been committed. This requires some legal knowledge which the police may not always possess, although ordinarily a competent police officer can make a fairly accurate judgment. A second flaw, since the criminologist is interested not only in all criminals but in all crimes, is that some crimes are almost invariably reported to the police, while others are almost never reported.

Sellin, in discussing this point, mentions a crime that it is safe to say is "always" reported. For a moment it might be interesting to guess what this crime is. Murder? But in the rural U.S., where country coroners are not required to have medical degrees, dozens and perhaps hundreds of murders are passed off as suicides or accidental deaths each year. Assault? But consider domestic assault, where not a sound or sign escapes to the outside world. Rape? Consider Dr. Kinsey. By and large, the one crime that is always reported is bank robbery.

Recently, when he was pressed to name more crimes that are always reported, or almost always, Sellin was able to think of only one other. "I suppose you might include," he said, "cases of gross violence against a police officer."

'White collar' crime

AMONG the crimes that are almost never reported are incest, fornication and, to a somewhat lesser extent, adultery. In recent years there may have been a pronounced increase in so-called "white collar" crime, which includes expense account fraud, income tax evasion, stock swindles and similar affairs in large number. Perhaps a large proportion of these is unreported. But if these flaws are compensated for intelligently, so that some excitable legislator does not conclude that bank robbery is rampant and demand the death penalty for it, or so that soft-minded citizens are not lulled into thinking no thieves wear white collars, the "crimes known" system of statistics has much in its favor. It appears to be the one which will eventually present the best over-all picture.

There are problems in getting such a system well established. The first has already been pointed out: the U.S. is a federated country with 49 jurisdictions, including the District of Columbia, 49 sets of laws and perhaps 49 different ways of enforcing them. England may develop good national statistics because it has a uniform penal code, but the U.S. may not. However, Sellin sees no cause for despair in that. If good statistics can be developed in the several states, that will be all that will be required. The real hitch lies in getting the several states to act.

For a number of years there have been organized efforts to get a uniform criminal statistics act passed in the states. The National Conference of Commissioners on Uniform State Laws recommended such an act in 1937, and the American Bar Association lent its weight to the movement, which got nowhere. In the early '40s Dr. Sellin was requested to redraft the act, in the hope that it could be made more attractive to state legislatures. Several states have shown interest in it but it has been passed only in California, which today has perhaps the best criminal statistics in the nation. (They reveal that California, at least, is not being engulfed in a crime wave. There were increases in the state's crime rate in 1953 and 1954, but these were more than wiped out by a substantial decrease in 1955. In 1956 there was a slight increase.)

There is nothing dramatic or startling about Sellin's uniform criminal statistics act. It does not propose anything that would in any way diminish the rights of any state. In sum, it merely proposes that the state establish a criminal statistics bureau, directed by a trained professional statistician with power to set up a good system. The problem is public inertia, together with the widespread assumption that the U.S. already has good criminal statistics, or even if it does not, may not need them.

But these things do not deeply disturb Sellin. As a social scientist he takes a very long view. "After all," he says, "the collection of criminal statistics did not even begin until yesterday, relatively—in the 1820s, in France. The U.S. will get around to it. Today the state spends millions on agricultural research to get bigger and better pigs and poultry; eventually it will spend a little money for research on how to get more law-abiding people." This could be a dismal comment, like the one Abraham Lincoln wrote as a boy in one of his copybooks: "Abraham Lincoln, his hand and pen. He will be good, but God knows when." But Lincoln managed to turn out all right, and Sellin believes the U.S. will too.

If the Uniform Crime Reports of the FBI may be criticized by a statistician, the fact remains that the reports may still be quite correct in stating that the rate of crime is increasing fast. If the conclusion is correct, it makes little difference how it was arrived at. Moreover, since 1953 the FBI, in addition to measuring the volume of crime,

CONTINUED

**"I know I need more
Life Insurance, but
how can I afford it?"**

HAVE you ever had this thought? Have you ever wondered how your wife could keep the family together if something should happen to you? This question faces most men while their children are growing up.

We believe that you will find the answer to this question in the Metropolitan Family Income Plan. This plan is designed to furnish the extra income needed to take care of your children until they have finished their education or are getting started in life. The plan combines regular insurance with a special income provision which can be fitted to your particular circumstances and family needs. Here are some of its important features:

1. **You choose the amount of monthly income needed—**\$100 a month, \$200, \$300 or more.
2. **If you should die at any time within 20 years—**while your children are growing up—the Metropolitan Family Income Plan will provide the income you arrange to be paid to your family each month for the remainder of the 20 years. Then the face amount of the policy will be paid in cash.
3. **If you should live beyond the 20 years,** when the income provision is no longer in effect, your family will still have continuing protection for the face amount of the policy.

For your own peace of mind, why not get the complete details of the Family Income Plan from your Metropolitan Representative? He will be more than happy to explain it to you, and demonstrate that . . .

**Metropolitan service is as local as Main Street . . .
as close as your phone**

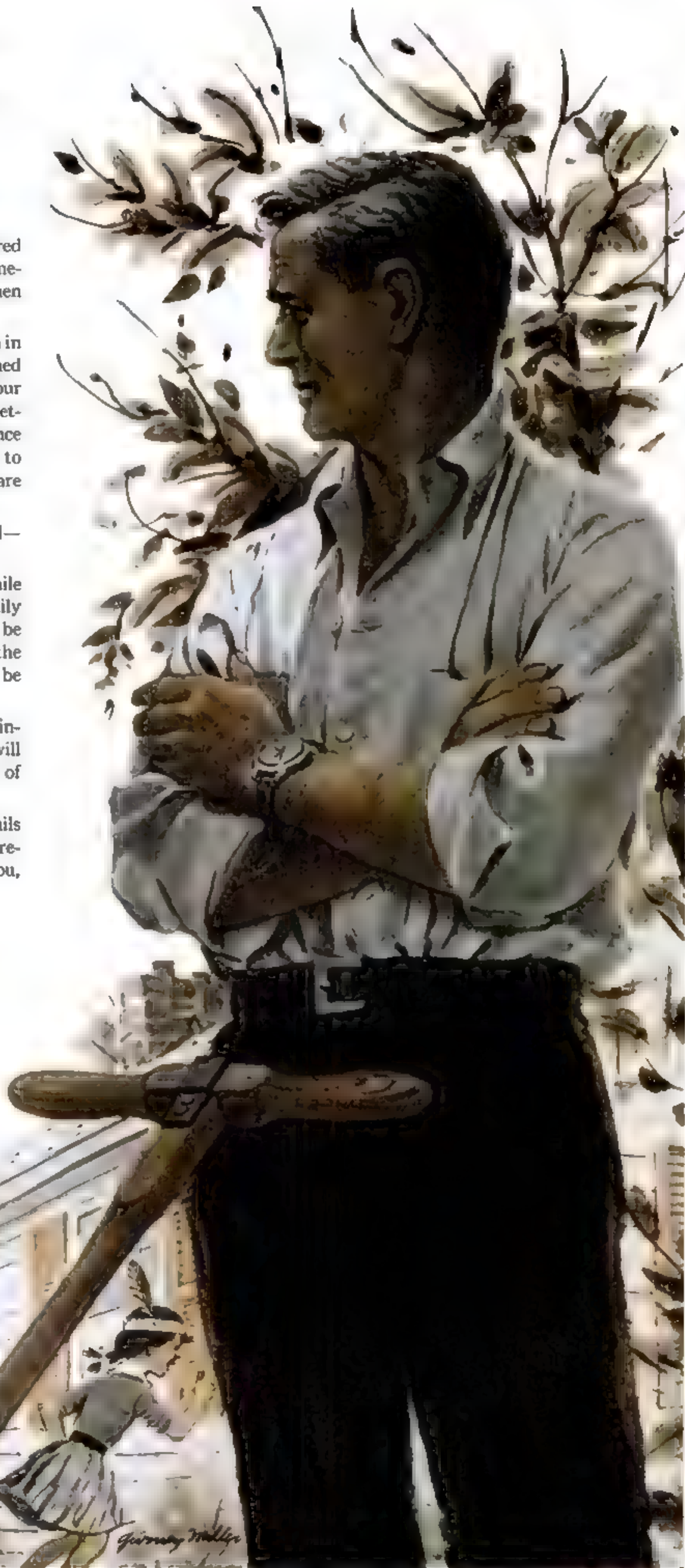


**Metropolitan Life
Insurance Company**

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

COPYRIGHT 1957 - METROPOLITAN LIFE INSURANCE COMPANY



FASTER HEALING

20 vents
let filtered
air reach
the wound



with **SUPER-STICK**
New rounded ends. They stick better,
protect better. Won't loosen in water.



UP-TO-DATE STATISTICS are compiled on business machines in Sacramento, Calif. The only state to have passed the Uniform Criminal Statistics Act, California now has the most accurate crime data in the nation.

WORLD OF CRIME CONTINUED

now notes population growth each year as well. The current report says that the rate of crime is increasing much faster than the population, and this may be a real cause for concern. But again Sellin has a few observations to make.

"Urbanization affects crime—crime accompanies the change from a familial cooperative society to an individualistic, competitive one," Sellin says. When the Puerto Rican comes to New York, or the Mexican to the American Southwest or the deep South Negro to Detroit, he becomes confused in the new culture, and crime is one of his reactions. Later, perhaps in a generation or two or three, he simmers down, adjusts and no longer behaves so badly. Therefore, before becoming alarmed about the increase in the crime rate in relation to the increase in population, one should know something about the rate of urbanization. If the cities are growing today at the expense of the countryside, the crime rate may be rising. But in the long view, after the country boys have adjusted, there may be no more criminality than there was before. This is a dreadfully cold comfort to the parents of a teen-ager who may have been beaten to death by a Harlem gang, but there is logic in it.

The 'criminal' age group

ANOTHER cause for the increased crime rates may be found in the current character of the population. Young people, particularly young males in the 15- to 35-year range, commit most of the crimes. Today the nation has many such people on hand, and it is to be expected that the crime rate will rise. Toward the close of World War II, Sellin was asked to prepare a pamphlet for use in Army demobilization centers in this country, on the subject of crime and the future. "I remember," he says, "that my thought at the time was to tell them certainly, if you have seven million young men in the 'criminal' age group committing their crimes overseas, or being restrained from committing them, certainly you will have what looks like a 'crime wave' when you turn them loose at home."

The sober statistical approach to crime becomes frustrating and irritating to those who feel they can trust their own observation. Almost any police chief in any large city will state flatly that a tremendous proportion of crime is committed by juveniles and by Negroes. (In some cities Puerto Ricans and Mexicans are included in the list.) Juvenile delinquency, as it happens, is a worldwide, not merely a national, problem. At a recent world congress sponsored by the United Nations, delegates from almost every nation spoke with deep concern about it. A particular kind of delinquency—wanton, seemingly brainless vandalism—seems to be affecting the youth of the world. However no delegate offered any statistics on the problem, and thus it remains unmeasured.

Good statistics on juvenile delinquency are singularly difficult to accumulate. Arrest figures must be used, rather than "crimes known to the police" system, because the delinquents must actually be caught and their age determined before it can be said that they are in fact juveniles. The use of arrest figures creates a number of problems. "First," Sellin says, "the police are likelier to arrest juveniles merely on suspicion, to hold them for questioning, than to arrest adults. Also the number of juvenile arrests in any given year includes

CONTINUED ON PAGE 67



The story behind the news—told by Ernest R. Breech, Chairman of the Board, and Henry Ford II, President, Ford Motor Company

More than a new make of car...

THE EDSEL

is a ¼ billion dollar measure of a company's faith in the American Economy

The Edsel is the first new make of car among major auto-makers in 19 years. In our time, the introduction of a new line of automobiles has become incredibly expensive. The new Edsel represents an investment of \$250,000,000.

The decision to make this extraordinary investment was a momentous one. It was based on a boundless faith in the strength of the American economy . . . and something more. It was based on what we knew, guessed, felt, believed, suspected—about you. *YOU* are the reason behind the Edsel.

We believe *you* will be pleased to pick your next new car

from a larger choice than you had when you bought your last one. We believe that *You* will enjoy sharing, with us, some of the adventure of a totally new automobile. We believe *You* will be pleasantly startled at the distinctive styling, advanced engineering and the tailored elegance of the Edsel . . . which you will see on the next pages.

And, speaking quite frankly as businessmen, we believe that the addition of this remarkable new make will give us an added opportunity to bring you into (or keep you in) the Ford Family of Fine Cars.

Ernest R. Breech Chairman *Henry Ford II* President

FORD MOTOR COMPANY

THE AMERICAN ROAD • DEARBORN, MICHIGAN

TURN PAGE

This is the EDSEL

"A remarkable new automobile



Originality is written in the vertical grille, the elegant sweeping lines and the clean flight deck of this Edsel Citation 2-door Hardtop

There has never been a car like the Edsel. It is a magnificent automobile. Behind it lie all the resources of Ford Motor Company, all the experience and engineering skill. The results are clear. The Edsel is powered by the newest V-8 engines in the world—the Edsel 400 and the Edsel 475. Their specifications: 400 and 475 pound-feet of torque; 303 and 345 horsepower; 361 and 410 cubic inches of displacement; 10.5 to 1 compres-

sion ratio. It is unlikely you have ever driven a car with so much usable power. The Edsel's big, safe brakes do not need periodic adjustment. In the course of daily driving, they adjust automatically.

The Edsel shifts itself. In an Edsel equipped with Teletouch Drive, you just touch a button on the steering wheel hub. Teletouch Drive does the rest—smoothly, surely, safely, *electrically*.

The Edsel's list of available new features is long. Examples: contour seats; a dial that lets you select temperature, quantity and direction of air with one twist of the wrist; a warning signal that flashes when you exceed your pre-set speed limit; another that flashes when oil is one quart low; a release that enables you to open the luggage compartment from the driver's seat. You will find there are many things that

joins the Ford family of fine cars"



make the Edsel different from any car you have ever driven. More exciting, more sure, more safe.

What does an Edsel cost? Edsel prices range from just above the lowest to just below the highest. You can afford an Edsel. And you can choose from four series, 18 models. Your Edsel Dealer invites you to see and drive the Edsel—soon.

EDSEL DIVISION • FORD MOTOR COMPANY



EDSEL

NOW AT YOUR EDESEL DEALER

When you can't always brush after meals,
even though it's best — start the day with...



GLEEM *Today as ever* ...the toothpaste for people who can't brush after every meal

JUST ONE BRUSHING destroys
decay-and odor-causing bacteria



MOUTh BACTERIA, CHIEF CAUSE OF
DECAY, BUILD UP OVERNIGHT LIKE THIS



AFTER ONE GLEEM BRUSHING, UP TO
90% OF THESE BACTERIA ARE DESTROYED

To get added resistance to decay . . . protection against mouth odor all day—always start the day with Gleem. It meets the problem most of us face everyday: not always being able to brush after meals. Gleem with exclusive GL-70 is so effective that just brushing before breakfast

completely destroys most bacteria. That's how it strikes right at the very cause of decay and mouth odor. You'll find the youngsters agree—Gleem's flavor is so terrific, it makes brushing *fun*! So if you and your family can't always brush after meals, even though it's best, use Gleem!



Mouth odor stopped all day with one Gleem brushing. Scientific odor-measuring tests prove brushing with Gleem before breakfast gives most people *all-day* protection against mouth odor . . . freshens the mouth, morning until night . . . means a *sweeter goodnight kiss*. So start *your* day with the one and only Gleem!

Only GLEEM has **GL-70** to fight decay!



CLEARING SIDEWALK of youths gathered in New York neighborhood where teen-age gang murder had taken place, cop orders boys to move on.

WORLD OF CRIME CONTINUED

repeated arrests of the same individual—a known member of a juvenile gang may be picked up a dozen times, adding 12 arrests to the total. And juveniles tend to commit offenses in groups, which result in mass arrests, even though finally it turns out that only one or two members of the gang are charged with the crime."

Another of Sellin's observations about the statistics of juvenile delinquency is that they are considerably affected by the attitude of the public. Currently the nation is deeply disturbed over the misbehavior of the young, and individual citizens are fairly quick to lodge complaints. A gang of youths congregating on a street corner for no more sinister purpose than a game of stickball may look, to a jittery observer, as though they are about to fight a battle. A complaint is lodged, the police round up the youths, and they all become statistics.

For whatever they may be worth, the statistics of New York and other major cities show that in the first eight months of 1957 the upward trend of juvenile delinquency in recent years has been modified. It is still upward but the angle is less steep. No one knows what this means, if it means anything at all. A reasonable guess is that the agencies which combat juvenile delinquency are beginning to form a better notion of their problem and to attack it with at least a little success.

Substitutes for crime

JUVENILE delinquency is largely a problem of the depressed areas, the slums, of big cities. Underprivileged, misunderstood and frequently unwanted adolescents, unable to find recognition and dignity in their own homes, look for it elsewhere. They form gangs—the Phantom Lords, the Egyptian Kings, the Imperial Hoods—and the gangs commit crimes, not because the individual adolescents are innately criminal but because crime seems to them to be a good means of winning recognition. Strong retaliation by society in the form of skull-cracking, jailing and attempts to disperse the gangs has not achieved notable success. The current approach, now being followed by the organizations such as the New York City Youth Board, the Youth Commission of Chicago and the Youth Service Board of Philadelphia, is to provide substitutes for crime in which adolescents may win legitimate recognition. The substitutes may range from athletics to music to job-training, and not all of them are successful. It is fatuous to suppose that the Egyptian Kings will scrap their switch-blades the moment a ruddy-cheeked social worker suggests a nice game of softball. But some progress is being made, and it may be because of this that juvenile delinquency has passed its peak—if it has.

In the case of Negro crime the picture is both clearer and gloomier than in the case of juvenile delinquency. No matter what statistics are used—the number of arrests, the number sentenced to federal prisons—it is plain that Negroes are not only charged with a disproportionate amount of crime but actually commit it. Although Negroes constitute only 10% of the U.S. population, 30% of all arrests made in the nation last year involved Negroes. The Negro rate of arrest for criminal homicide is 10 times that of the white race; the Negro rate of arrest for robbery is 10 times greater, and for assault, almost 17 times greater. Why?

In Sellin's view, and in that of the great majority of sociologists, the fault lies not with the Negro himself but elsewhere. "The responsibility lies where power, authority and discrimination has its source, the dominant white group. To that group the existence of a high

CONTINUED

SCHOOL
BEING
ERECTED



back to school...but they didn't outgrow their

Fruit of the Loom S-t-r-e-t-c-h Socks

GUARANTEED! Your children will not outgrow Fruit of the Loom S-t-r-e-t-c-h Socks from one semester to the next! And remember, they're guaranteed to give complete satisfaction under the famous Fruit of the Loom Seal! Mothers, s-t-r-e-t-c-h your budget with longer-wearing Fruit of the Loom S-t-r-e-t-c-h Socks. At F. W. Woolworth, and department and variety stores in your community.

Lanolized! Only Fruit of the Loom S-t-r-e-t-c-h Socks are finished with this revolutionary process that makes the socks smoother, softer...and so kind to your child's tender skin!

SOCKS FOR THE ENTIRE FAMILY



Fruit of the Loom Socks 200 Madison Ave., New York 16
Division of Chester H. Roth Co., Inc., Licensed Manufacturer



Unique new shampoo gets rid of EMBARRASSING DANDRUFF without harsh medication!



WON'T dry hair!



WON'T split ends!



WON'T leave medicinal odor!

can brighten hair
as much as 35% too!

No Other Shampoo Does Both For Your Hair
This Faster, Safer, "One-Lather" Way

- ✓ New Fitch Dandruff Remover Shampoo is so effective no harsh, medicated ingredients are needed. Actually floats away dandruff—quickly, thoroughly!
- ✓ Only shampoo guaranteed to remove dandruff—even with one safe, easy lathering—or money back! Relieves "dandruff itch" too. Leaves a healthy scalp.
- ✓ Fitch can also brighten hair as much as 35%! Only special dandruff treatment and rich shampoo combined in a clear liquid that doesn't leave dulling film.
- ✓ Wonderful Fitch contains no sulphur, no harsh medication! Won't dry hair, won't split ends. leaves no nasty odor! Gentle enough to use for every shampoo. Thus dandruff never need be a problem again!

FITCH
dandruff remover
SHAMPOO



"BANDIT'S ROOST" in New York's Mulberry Street in 1890s housed Italians who, like most economically exploited immigrant groups, had a high incidence of crime. As Sellin explains, this dropped as they prospered.

WORLD OF CRIME CONTINUED

crime rate and delinquency among Negroes is a challenge which cannot be brushed aside by unscientific platitudes about 'race inferiority,' 'inherited depravity' or similar generalizations."

Negroes are a "have not" group, the victims of prejudice. Until they are allowed real equality, and even for a time thereafter until they adjust to it, their rate of criminality will be high. As Sellin points out, in the past other "have not" groups, such as the 19th Century Irish and Italian immigrants in New York City, have had very high crime rates and have lowered them as they prospered. In the meantime, until the dominant white group sees fit to give the Negro equality, the dominant white group may have to chew upon the following observation, which Sellin credits to the Italian criminologist Enrico Ferri. "Society," said Ferri, "has the criminality it deserves." Mexicans, like Negroes, have high crime rates, and for the same reason.

The seasons of crime

THERE remain some interesting footnotes about the patterns of crime in the U.S., in regard to geography and seasons, which have turned up in the statistics of the FBI and other organizations. The 18th Century French writer Montesquieu believed that criminality increases in proportion as the equator is approached and that drunkenness increases as the poles are approached. He may have been right. The FBI's statistics appear to show that the states of the southeast and the Gulf area have the highest per capita rates for murder and assault, with the rates generally decreasing toward the north and reaching a low point in New England and the prairie west. Robbery is more common in the west than the east. As for seasonal variations, it appears that crimes against the person, such as rape and assault, are considerably more common in summer than in winter. Negligent manslaughter, which usually involves an automobile, reaches a sharp peak in midwinter when darkness comes early and road conditions are poor. Robberies and burglaries decline in summer and are most common at the Christmas season. In these variations there is more than casual interest for the alert police chief; good statistics can tell him when and where to look for the shoplifter or the rapist, and thus help him to prevent crime.

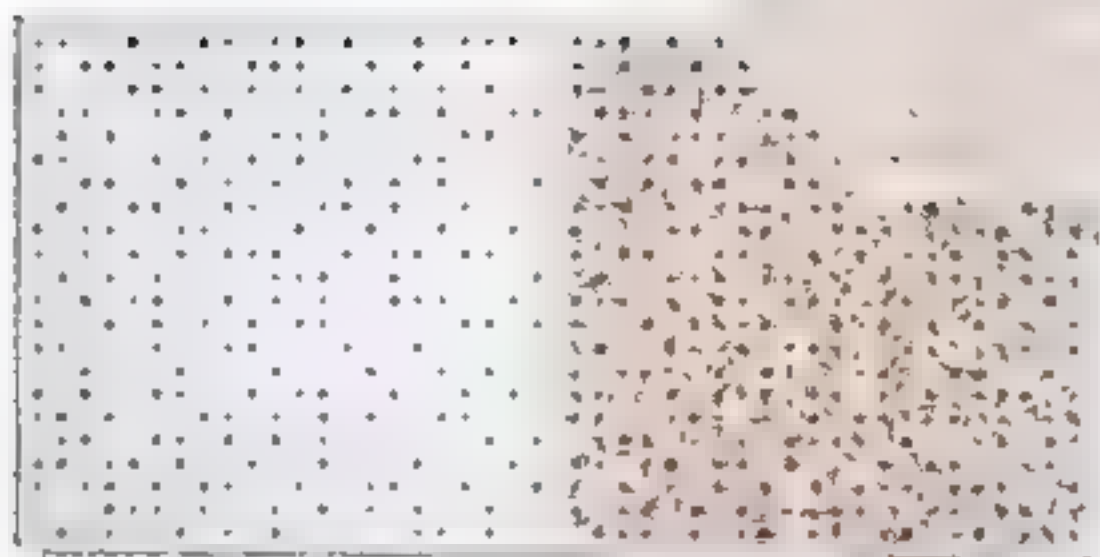
To readers who have come this far into the discussion of crime in the U.S. it may be disappointing to be left with so little to hang onto. But while the power of positive thinking is not to be laughed at, the power of negative thinking has something in its favor too. From it

CONTINUED

**NO
FINER
FIT
AT ANY
PRICE**

You may be paying more. But...are you getting more? Are you getting Bestform's rich detailing, its luscious fabrics...its really marvelous fit? Try Bestform the next time you shop. You'll have to agree: even if you'd paid much, much more...you couldn't look lovelier!

BESTFORM
GIRDLES AND BRAS



TRUE WHITE QUIET-ZONE TILE

FIESTA QUIET-ZONE TILE

Beautiful New

QUIET-ZONE CEILINGS BY CELOTEX



The vogue in ceilings has swung to this newest idea: QUIET-ZONE Ceiling Tile by Celotex... *first name in sound-quieting!*

Modern homemakers demand QUIET-ZONE tile because it not only decorates any ceiling, but also puts a hush on noise... absorbs up to 20 times more noise than ordinary ceilings... adds the comfort of quiet to family living!

You'll like QUIET-ZONE's patented *Linear-Random** design... hundreds of tiny "sound traps" in an eye-pleasing new arrangement by Raymond Loewy Associates, world-famous designers.

Take your choice of two exclusive pre-decorated finishes: *True White* or the new color-flecked *Fiesta* overlay pattern. *Fiesta* is specially designed to give ceilings that expensive-looking "custom-decorated" effect. With either *Fiesta* or *True White* you can cut down noise in family room, recreation room, dining room, kitchen... wherever quiet would be welcome and beauty is a "must."

Whether you plan to buy, build or modernize... to do it yourself or have it done... visit your nearby CELOTEX building products dealer, now. Ask him to show you samples. *Learn how little it will cost!* to Quiet-Zone your home, or just a room. But remember: it isn't genuine QUIET-ZONE if it doesn't have the famous CELOTEX label!

†ONLY \$28—approximate cost of Quiet-Zone Tile for 10' x 14' room.

CELOTEX
REG. U. S. PAT. OFF.

Originator and World's Largest Manufacturer
of Sound-Quitting Fiber Tile for a Third of a Century

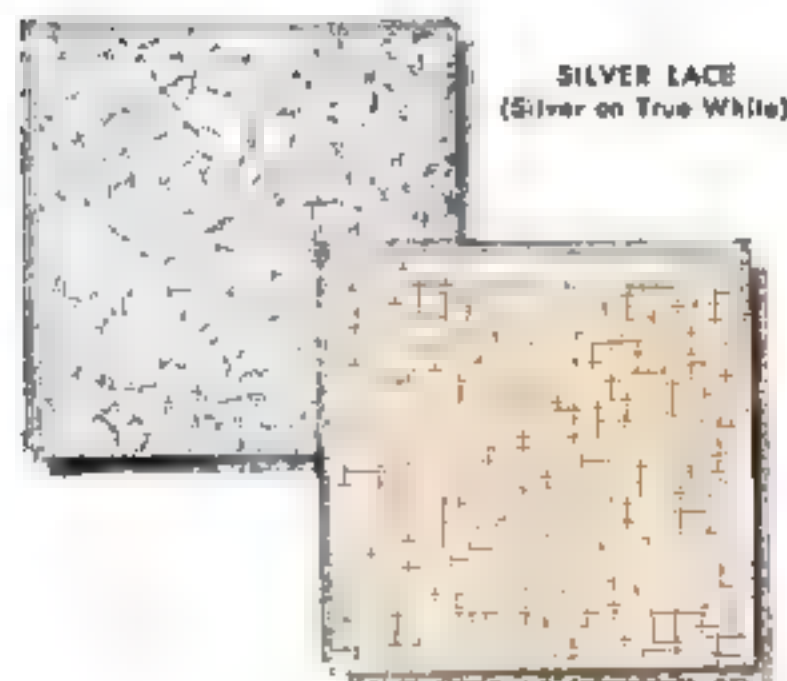


New DESIGNER Tile by Celotex, too!

Smart, inexpensive, easy-to-install ceilings that both insulate and decorate at one time. Stunning new motifs in colorful printed designs.

Also Linen White...Sculptured White... and pastel colors. See them at your Celotex dealer's.

And remember: the CELOTEX brand name means satisfaction assured.



SILVER LACE
(Silver on True White)

BRUSH STROKE
(Gold on True White)

*U. S. PAT. NO. 2,168,753

THE CELOTEX CORPORATION, DEPT. L-77
120 S. LA SALLE ST., CHICAGO 3, ILL.

Please send me FREE 16-page "Do-it-Yourself" booklet showing new designs in CELOTEX CEILING TILE and how to install them.

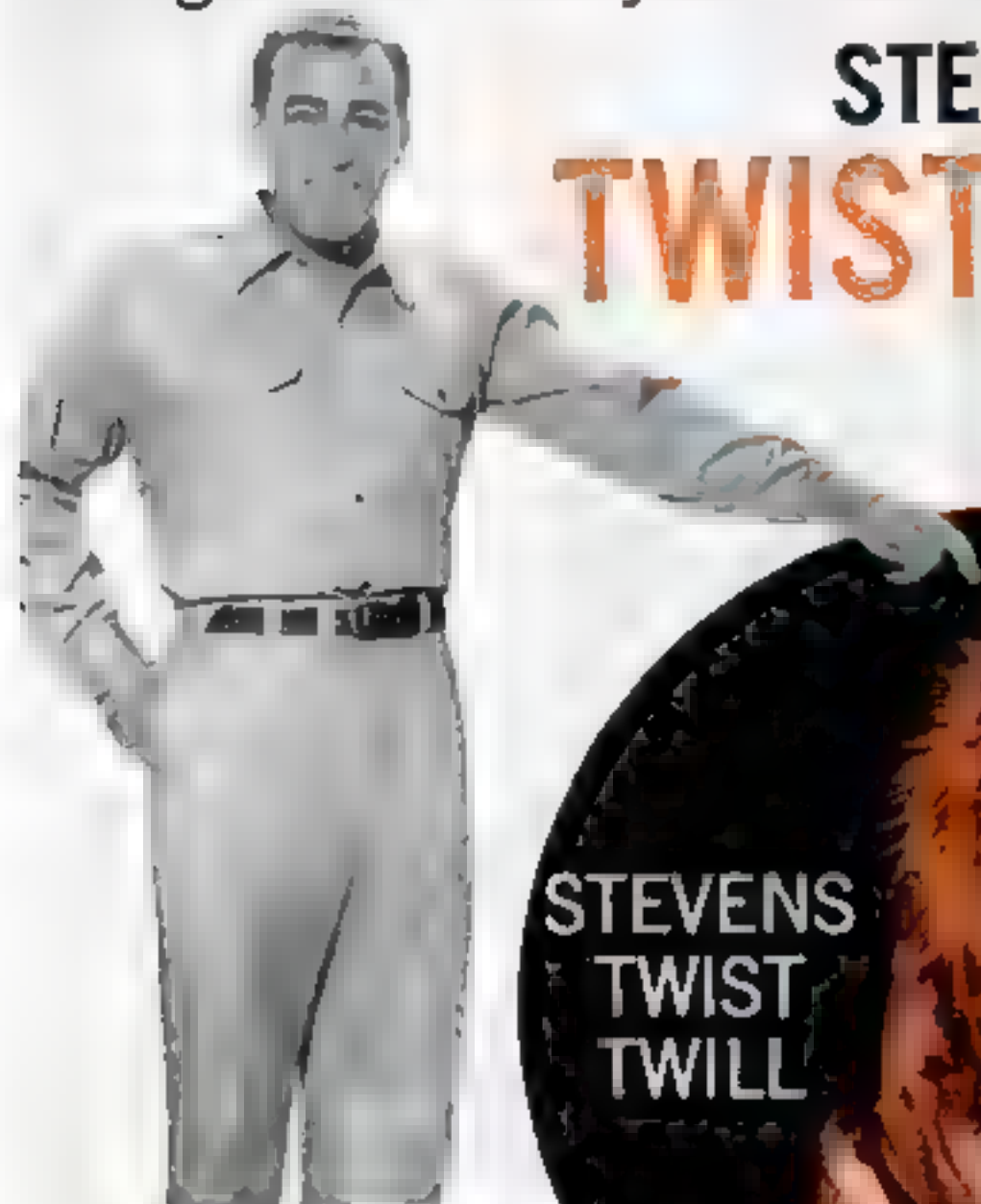
NAME _____

ADDRESS _____ COUNTY _____

CITY _____ ZONE _____ STATE _____

Right on the job...for work or play

STEVENS TWIST TWILL®



STEVENS
TWIST
Twill KING
OF
TwillS

LOOK FOR THIS SYMBOL

On tags of leading shirt
and pants manufacturers.
It is your guide to a fabric
of outstanding quality!

Stevens Twist Twill is Delta Finished® for clearer colors and a smoother texture. It's Sanforized® and completely washable. Write us for stores nearest you featuring work and play clothes for men and boys—tailored of 100% cotton Twist Twill.

Stevens Fabrics

J. P. STEVENS & CO., INC. BROADWAY AT 41st ST., NEW YORK 36, N. Y.

You'll LOVE it!
Delicious!

Calorie Conscious?
THIS is the answer



AT
CANDY
COUNTERS
EVERY-
WHERE

SWITZER'S LICORICE CO., ST. LOUIS

Picture Frame

Picture Designer Jeweled

Picture Full Fashioned

Picture Seamless

NYLON HOSIERY
Beautifully Styled
Long Wearing
Value Priced

At leading stores
\$1.35 to \$1.95

SIDNEY J. KREISS INC.
Producers of
SMARTFIT®
PICTURESQUE®
HEART THROB®
DEBUTANTE®
MAGIC STITCH®
ANKELURE®

Empire State Bldg., N. Y. 1, N. Y.

New... handsome
CABINET KITCHEN
refrigerator • stove • freezer • sink

Closed

only 29" wide

Perfect for motels,
apartments, offices, patios, recreation
rooms. Combines refrigerator,
stove, freezer and sink — also
available with oven. Natural wood
and white finishes.

WRITE FOR FULL DETAILS TO
GENERAL AIR CONDITIONING CORP.
Dept. B-4 4542 E. Dunham St.
Los Angeles 23, California

General Chef NATIONWIDE SALES
AND SERVICE



HEROES' BADGES worn by police who died on duty make grim display in Chicago police headquarters. In U.S. last year 55 in police work were killed.

WORLD OF CRIME CONTINUED

emerge certain truths, small and homely but truths nonetheless, and they are these:

► No one can be sure whether the U.S. is having a crime wave or not. A good judgment can only be formed on the basis of statistics, not newspaper headlines, and the statistics are too poor.

► Crime is a condition of society. As conditions seemed deplorable to the writers of the Old Testament, so they seem deplorable to men today.

► There is some hope. The problem of crime cannot be eliminated but it can be partially solved. Good statistics, a reasonable picture of what actually occurs, is the first step in that direction. When the nation finally knows who commits crime, how, at what place, in what season, at what hour, why, more can be done about crime than is now being done. California has already taken its forward step, and the statistics of a few other states, notably Minnesota, have in recent years been much improved.

Perspective on crime

IN the meantime there are current aspects of the problem of crime that are deeply provocative and worrisome. Whether or not the U.S. is having a "wave" of crime, there is surely plenty of it—much too much for the average citizen's liking. Every year people by thousands are killed and robbed and swindled and cops are killed in line of duty. What is needed most is to see the problem of crime in its proper perspective, a perspective which this six-part series is designed to supply.

Does the average citizen get a square deal from his local police force, and what city offers just about the squarest? Does every accused man get a fair shake in the courts, and where is he apt to get the fairest? Are the nation's criminal laws up to date, and do they provide equal justice for all? Are the prisons helping the criminal—and protecting society at the same time? And what kind of man is the criminal anyway? Are there strange forces within him that drive him to violence and make his crimes excusable? Finally, what of the white collar criminal, the swindler, the cheat, the embezzler? The problem of crime is great, and greatly ramified; to it, this first instalment has been only an introduction.

NEXT WEEK: A GOOD POLICE FORCE AND WHAT MAKES IT GOOD

The first line of defense in society's stand against crime is the police force, and in Cincinnati the force is good enough to serve as a model which citizens of other cities can use in demanding efficient forces of their own. Part II of LIFE's Crime Series will show how Cincinnati got that way . . . how its chief of police makes good public relations pay dividends in crook-catching . . . how its policemen start young and stay clean . . . how the ingenious quadrant system catches fleeing criminals.



*Taste...and enjoy the beer
with that champagne sparkle*

THE CHAMPAGNE OF BOTTLE BEER



Miller Brewing Co.
Milwaukee, W.



Photography by Lentz & U

Brewed By The Miller Brewing Company ONLY . . . and ONLY in Milwaukee, Wisconsin



The Paint That

ALL THESE COLORS READY

Gives You Everything

FOR FALL - AND LOWEST COST, TOO!

SPRED SATIN

THE 100% LATEX WONDER WALL PAINT

SPRED SATIN gives you all these colors and many more, at less cost, with every painting advantage: saves time and labor because it goes on twice as fast and easy as other paints...you need less paint because most colors cover in one coat when properly applied...and, you won't need thinners. Dries in 20 minutes without laps or brush marks; painting tools clean up in water.

SPRED SATIN saves you even more money because you paint less often. Colors stay fresh, new-looking. Smudges wipe off easily, can even be scoured!...People all over America write* praising SPRED SATIN—unmatched by any other paint.



BUSINESSMAN, CHICAGO, ILL. "Eight years ago our contractor painted our apartment with SPRED SATIN in half the time we estimated... the paint's still as good and fresh as the day it was put on, despite many washings."

*Names on request



HOME-OWNER, ERIE, PA. "After having used a latex paint made by one of your competitors, I tried SPRED SATIN on the same job. It took only half as much, convincing me of SPRED SATIN economy and beauty."



HOME-OWNER, BRECKSVILLE, OHIO. "Our three-year-old scribbled on the wall with ink... but, amazingly, my wife scrubbed it off with scouring powder! The wall looks like new, thanks to your wonderful paint, SPRED SATIN!"



BUILDING MANAGER, HOUSTON, TEXAS. "... five years with no requests from tenants for new paint! The original SPRED SATIN looks like new. Most Houston buildings repaint every three years or so... see the savings we've made!"

Glidden

PACEMAKER
IN PAINTS

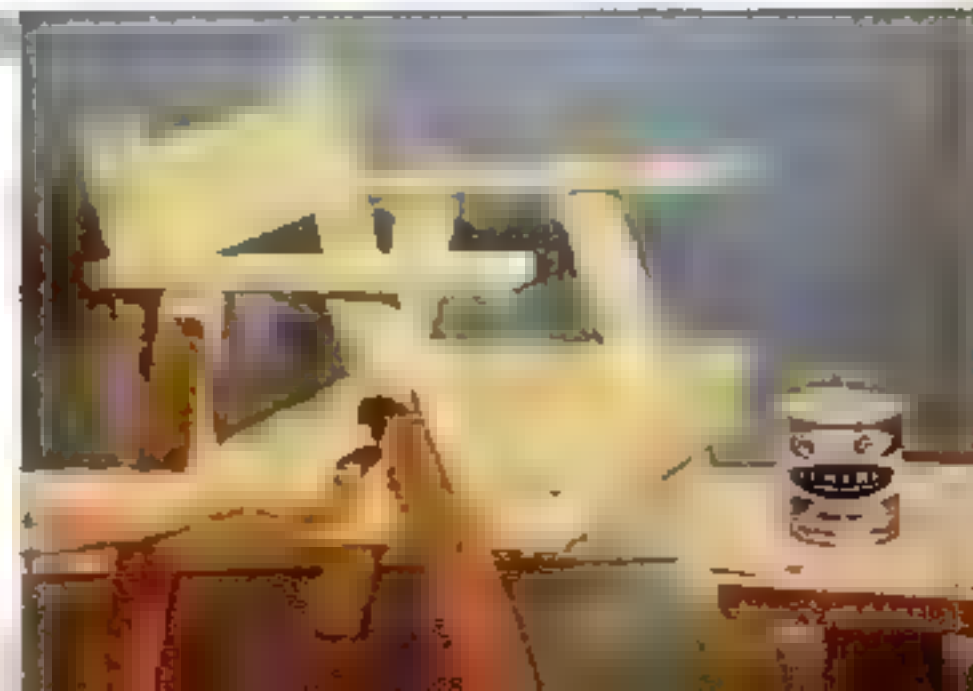


The Glidden Company, Cleveland 14, Ohio.
In Canada: The Glidden Company, Ltd.,
Toronto, Ontario. SPRED SATIN also
sold by dealers for the following paints:
HEATH and MILLIGAN, CLIMATIC,
ROYAL, T. I. BLOOD.

NEW SPRED LUSTRE

Enamel for all woodwork
... indoors or out!

New Spred Lustre alkyd enamel gives a velvety sheen to all woodwork! Washable, weather-resistant—in 140 colors matching SPRED SATIN. So smooth, so easy to apply!





“Sizzling good Italian pizza—in minutes!”



ITALIAN GIRLS enjoy a pleasant pizza break. When it's snacktime at your house—you can enjoy the same treat so easily with Chef Boy-Ar-Dee Pizza Pie Mix.



Shh! Just listen to it sizzle... sniff the warm, delicious fragrance of tomatoes and cheese... sink your fork into the crispy, golden brown crust.

Now... taste real Italian pizza—as they make it at a pizzeria in Naples... or as you make it at home with Chef Boy-Ar-Dee Pizza Pie Mix.

Everything you need comes in one box: a package of crust ingredients... a can of ready-to-use Pizza Sauce, rich with tomatoes and cheese, spiced as only an Italian chef knows how... and a can of luscious Italian-style cheese to melt on top.

Let it bake about 15 minutes... serve bubbling hot. Chef Pizza makes wonderful munching at snacktime or suppertime—cut appetizer-size or in wedges.

Whenever you have it—it's pizza at its Italian best. Remember Chef Boy-Ar-Dee Pizza Pie Mix—the one that includes cheese.

real Italian-style
CHEF BOY-AR-DEE®
 Pizza Pie Mix

CLOSE-UP

VIRGINIA PAYNE (right), who plays Ma Perkins on radio, meets 17 Perkinses in Perkins Cove, Maine.

"I have come home to the Perkinses. They are real people and so I want them to like me. I'm proud to say that I've had two roses named after me."

JULIE STEVENS, who plays Helen Trent, and her husband, Charles Underhill, put children to bed.

"Radio leaves time to be with my family. My daughter Nancy (left) listens to Helen Trent, but when Helen has troubles Nancy has to go out to cry."



25th Anniversaries for Two Radio Queens



THE two most durable of all soap opera goddesses, Ma Perkins and Helen Trent, are each celebrating their 25th anniversary on CBS radio this summer. Ma is a backwoods Vesta, goddess of the family hearth, who runs a lumberyard in a small town and helps everybody out of trouble. Helen is a worldly but wholesome Venus, who demonstrates that an unmarried woman in her middle 30s can still have a raft of ardent suitors.

The two actresses, Virginia Payne and Julie Stevens, who portray Ma and Helen, resemble in many ways the roles they create. Miss Payne, who has never been off the air for a single one of 6,200 broadcasts since *Ma Perkins* originated in Cincinnati in 1933 has developed a pronounced addiction for small town life and has bought a cozy summer home by the ocean in Ogunquit, Maine which she prefers to her New York winter apartment. She mingles often with the local people, who invite her to attend their church suppers and exchange recipes with her, and has been adopted unofficially into a local family—the Perkinses. Ma Perkins is a widow, but Miss Payne has never been married.

Unlike her radio role in *The Romance of Helen Trent* Julie Stevens is married—to a U.S. Steel executive. She lives in Armonk, a fashionable New York suburb, enjoys brisk conversation, sports and dressing up for parties. She commutes to New York for only two hours' work a day on her broadcast but has a big job tending to her mail. She and Ma Perkins each get about 1,000 letters a week, in which many of their 32 million worshipful fans spill out their hearts.

Start the school year right

with the best
handy-size
dictionary...



A Merriam-Webster

Webster's New Collegiate — a Merriam-Webster — is required or recommended by the country's leading schools, colleges, and universities. It is the ONLY desk-size dictionary based on the unabridged Webster's New International Dictionary, Second Edition, "the Supreme Authority" throughout the English-speaking world. This Merriam-Webster will help you write more accurately, speak more effectively, read with more understanding. 125,000 entries, 1,196 pages; yet it is compact, lightweight, easy to carry.

Start the school year right by getting your copy today at your book, department, or stationery store

GET THE BEST —
INSIST ON A GENUINE
MERRIAM-WEBSTER!

G & C, MERRIAM CO., SPRINGFIELD 2, MASS

RADIO QUEENS CONTINUED



Folksy doings for Ma, croquet for Helen

CHURCH supper in
Ogunquit is familiar treat
for Miss Payne (center)

"When Ma goes to a church
supper on the road
brings pie, cake and a pot of
beans. I felt right at home
here when the ladies served
ham and baked beans."



AT GENERAL STORE Miss
Payne treats youngsters
who are her neighbors

"To call me a candy
store is a bit of a
penny. The candy store
of my youth was
the home where I grew
up. I was a long time."

AT CROQUET Julie Stevens
kisses Nancy, baby Sarah
watches in arms of her pet

"Charles and I play croquet
in the evening with Nancy.
This is the kind of
Helen Trent is a lady,
for, but the man she
loves will not marry her."



Nudit wipes off facial hair!



Helena Rubinstein's new scientific formula is safe, quick, easy—and better for your skin!

ALL YOU DO is smooth NUDIT over upper lip, chin, cheeks—wherever facial hair is spoiling your beauty. (NUDIT_® is fragrant, feels like a cool glamorous cream!) Then rinse your face. Look. *Hair is gone in seconds!*

What's more, your face will be free of hair longer, because NUDIT melts off hair *below* the surface of the skin.

There is no danger of bristly regrowth, no coarse, rough look.

Helena Rubinstein's new NUDIT is the only hair remover that comes with SUPER-FINISH_®—the medically formulated cream that neutralizes your skin and so eliminates redness or rashing. The only after-effect is *beauty!*

You'll be so happy to have satiny

skin at last. Your make-up will go on smoother. And when people look at you, you'll know it is to admire!

Shouldn't you try NUDIT with SUPER-FINISH today? Just 1.50. Double size, 2.25. Now available at all leading department and drug stores.

Helena Rubinstein, 655 Fifth Ave., New York 22, N. Y.

Prices plus tax





Obviously, the lady doesn't know

Perma-lift
PANTIES

Perma-lift's Magic Oval Pantie

CAN'T RIDE UP EVER

Style Illustrated No. 3844 Nylon Power Net—\$5.95

*Perma-lift is a trademark of A. Smith & Company, Chicago, New York, Los Angeles, Toronto.

Gosh, Mrs. Green—my stomach is so upset!
I can't finish your paint job today.

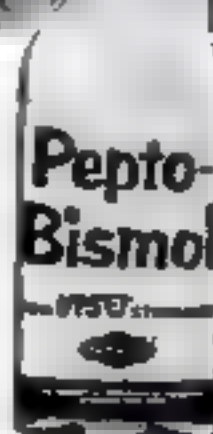
Look, let me get you some Pepto-Bismol. Hospital tests prove it relieves upsets. It's wonderful for indigestion or nausea.



Pepto-Bismol works where soda, seltzers and "tummy-aids" fail!

For upset stomach, indigestion, nausea, or diarrhea—Pepto-Bismol's special medicinal formula soothes with a gentle coating action. It works both in the stomach and the intestinal tract—where soda and alkalis never help. For children or adults, this wonderful pink liquid helps control simple diarrhea without constipating.

TAKE HOSPITAL TESTED PEPTO-BISMOL®...AND FEEL GOOD AGAIN!



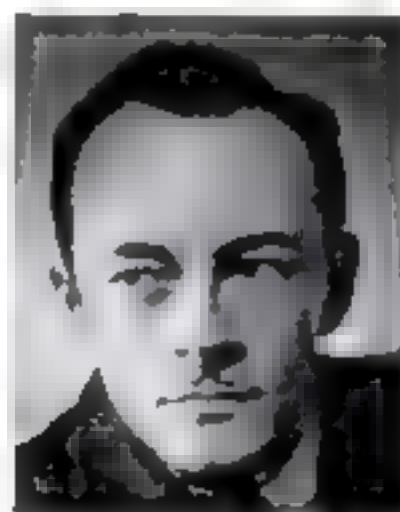
RADIO QUEENS CONTINUED

Helen's hapless suitors

During her stormy career Helen Trent, who has been played by two different actresses, has had 28 serious suitors, a dozen of whom are shown below. None of them, because of various disasters, have married her. Helen herself has long been attracted by an erratic lawyer, Gil Whitney, who is a terrible procrastinator. This month her latest fiancé accuses her falsely of unseemly conduct with slow Gil.



FIRST HELEN, acted until 1944 by Virginia Clark, had woes with doctor (Pat Murphy).



BUSINESS MAN (Les Tremayne) was jilted by Helen, and left.



ARTIST (Ed Prentiss) died of heart attack just before wedding.



PHYSICIAN (John Hodiak) fled after wife tried to kill Helen.



IMPOSTOR (Olan Soule) won her heart posing as chauffeur.



TYCOON (Carlton Kadell) backed her dress shop, lost her.



LAWYER called Gil (David Gothard) has been suitor 14 years.



RICH RANCHER (Don MacLaughlin) flew plane into cliff, died.



GANGSTER (Grant Richards) operated a nightclub, was slain.



PLAYBOY (James Meighan) proposed to Helen, was murdered.



HYPNOTIST (Alan Hewitt) tried evilly to mesmerize Helen.



MILLIONAIRE (Karl Weber) jilted Helen, married her partner.



BILLIONAIRE (Jay Barney) loves Helen, is her new fiancé.

Best thing ever happened to filter smoking!



The fresh taste
of fine tobacco
in a *filter* cigarette!

New
crush-proof box
or familiar pack!

TRY THE
TIP-OFF TEST
and taste which filter
cigarette is best!

(In a cigarette,
it's still the tobacco
that counts. So make
this tobacco test.)

CUT AT THE
NAME

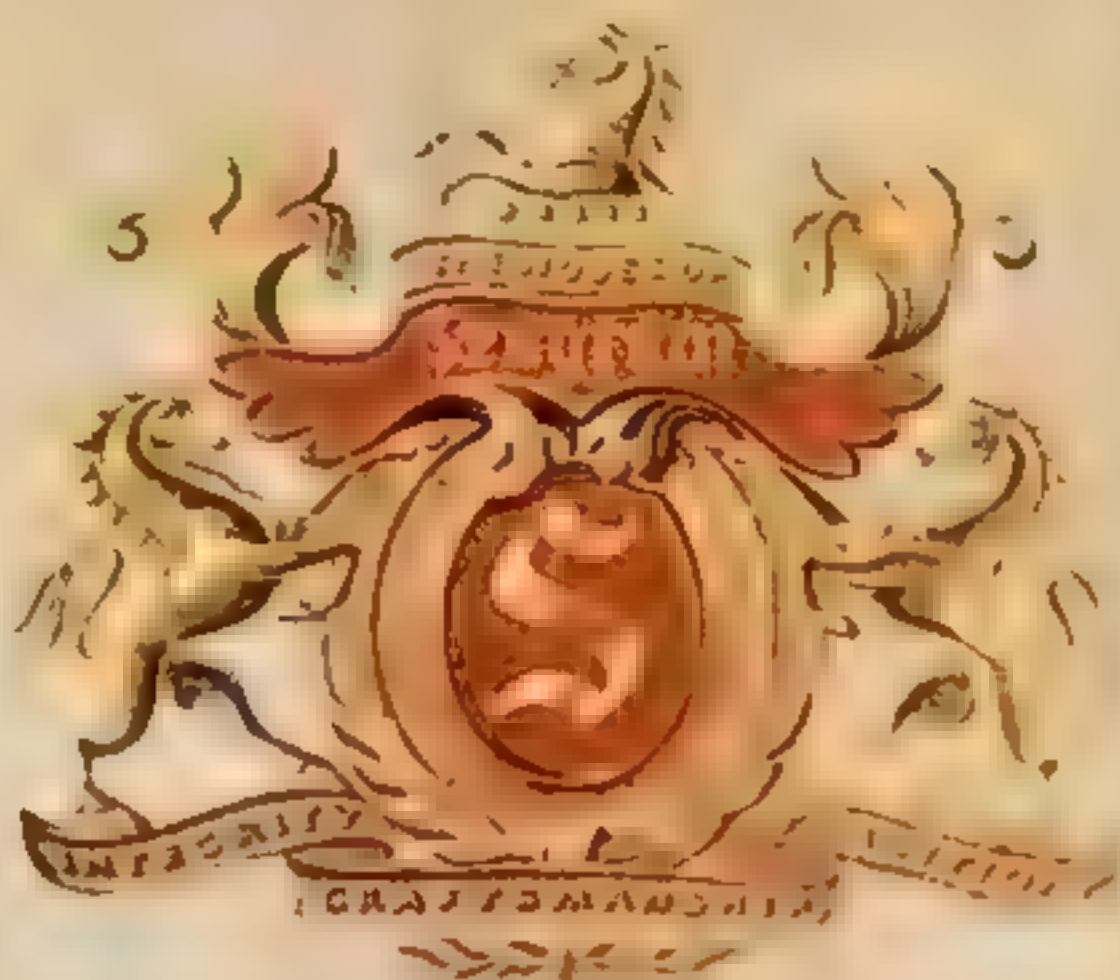
First, cut off the filter tip from a Hit
Parade (at the name). Put cut end in
mouth—right other end. See how mild
it tastes even without the filter!
That's really fine tobacco!

Then try this same Tip-off Test on
any other filter cigarette. You'll taste
the difference. You'll want to change
to Hit Parade for the fresh taste of
fine tobacco!



Tobacco is our middle name. The American Tobacco Company D.A.T. Co.

ALL WORLD LEADERS.

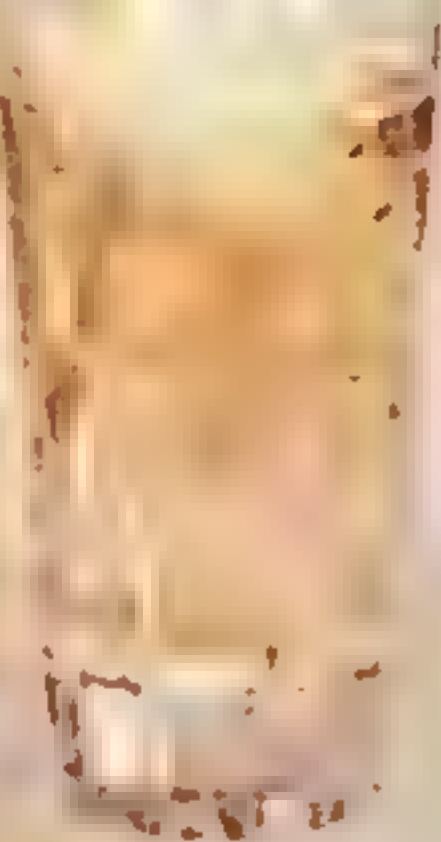


THE SEAGRAM CENTENNIAL
1857 - 1957

A Century of Craftsmanship
...in every bottle

"Only the finest is fine enough." This is the philosophy which has made these products by The House of Seagram world leaders in their fields. The discerning public, with full freedom to choose, has placed its stamp of approval on all three. No other distiller can claim such honor...offer you such confidence in your glass.

ALL BY Seagram's



World's Leading
CANADIAN
WHISKY

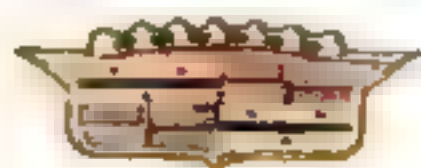
World's Leading
AMERICAN
WHISKEY

World's Leading
GOLDEN
GIN

ALWAYS NAME YOUR BRAND

Say **Seagram's** and be **Sure**

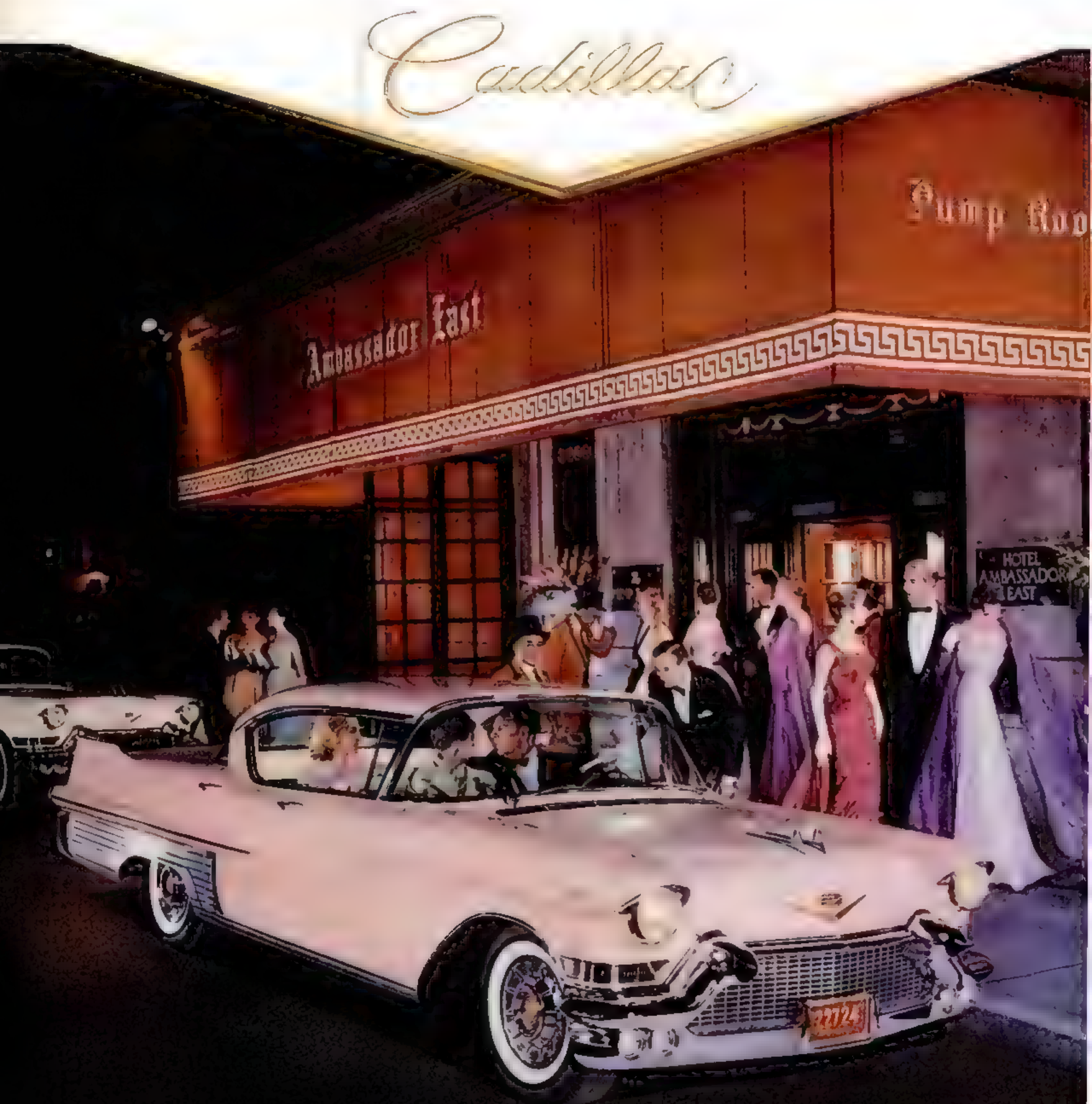
There Are Some Secrets a Man Can't Keep ...



... when he is seen in the driver's seat of a new 1957 Cadillac. And not the least among these is the fact that he is a man of unusual practical wisdom. For it is widely recognized that when a motorist selects the "car of cars", he selects one of the soundest of all motor car purchases. The original cost of a new Cadillac, for instance, is remarkably modest in view of the great beauty and luxury and performance it represents. Cadillac's marvelous economy of operation and its

extraordinary dependability are without counterpart on the world's highways. And Cadillac's unsurpassed resale value assures its owner a greater return on his investment than any other automobile in the land. If you would like to enjoy these many practical benefits in *your* next motor car, then you are looking for Cadillac! The car is waiting for you in your dealer's showroom - and this is the perfect moment to make the move quickly and economically.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION





Macy's

Old Raccoons
don't fade
away



they
reappear
at Macy's
for 22.09
and go
to college
all over
again

Peck's



the vintage
raccoon coat

25

latest college look

the vintage[®] raccoon coat

COAST TO COAST ADS offering ancient raccoons for college wear boasted they were "down-at-the-heel," had "lovely holes" and "a snobby seediness." Lord & Taylor ad which started the furor (top) was quickly followed by many others, including Macy's and other New York stores, Peck's in Kansas City, I. Magnin in San Francisco,



VINTAGE AND MODERN STYLES in raccoon look contemporary. Standing left are this fall's short jacket (Rubin, \$225), shawl-collared suit (Sportsworld, \$81). On bench and wall at right are coats

from the '20s (Lord & Taylor, \$25). Accessories include raccoon handbag (Roger Van S., \$55) and, perched on wall, after-ski slippers (Capezio, \$25), beret (\$23) and matching mittens (\$40, both Rubin).

Raccoon Swoon in New Flurry

Across the U.S. the fashion business was behaving as if it had gone slightly crazy from the summer sun. Reversing the usual course wherein styles start in high-priced brackets and work down, the newest fad began with cheap, second-hand fur coats, and worked up to higher prices.

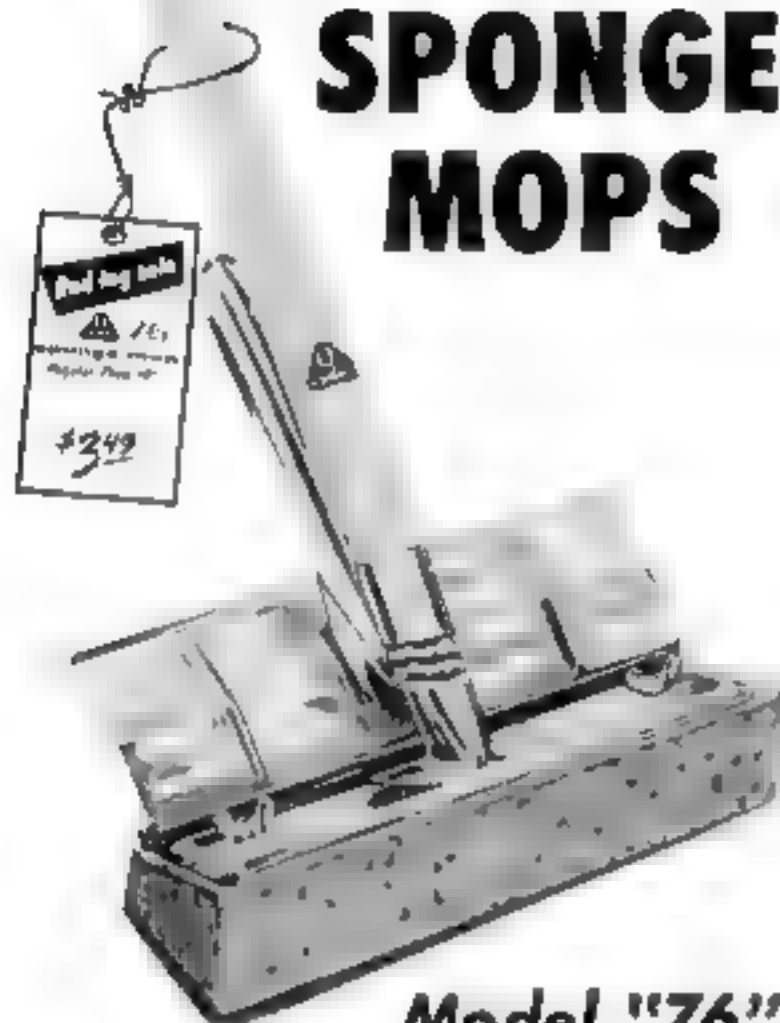
It all started when Lord & Taylor, a fashionable New York department store, advertised second-hand "vintage" raccoon coats, guaranteed to be in a "state of magnificent disrepair" for \$25. Within three hours the initial supply of 300 coats had all been scooped up. With that a nationwide craze was launched. Stores across the country went scurrying to used clothing dealers, advertised their wares (left) and sold as many of the old coats as they could find. Then, when the comparatively limited supply of vintage models ran out, designers discovered that the fur's soft flattery and moderate price also made it popular in new designs. A fresh market for models costing up to \$225 quickly developed. Along with other newly fashionable long-haired furs such as lynx and fox, it will be available this winter in a range of styles from hip-length jackets and fur accessories (above) to trimming for a formal evening outfit (p. 86).

SAVE...

**Red Tag
SALE!**



**SPONGE
MOPS**



Model "76"
REGULARLY \$4.50

**NOW ONLY
\$3.49**

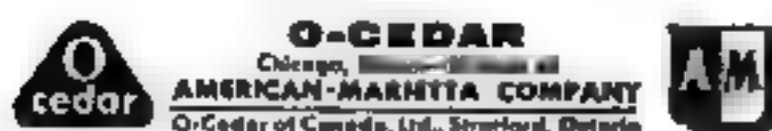
FOR LIMITED TIME



**Scrubs Floors Cleaner
Picks Up More Water**

Now—damp mop an entire floor in minutes and do a better job—without "scrub water hands." O-Cedar Sponge Mops are ruggedly built, too, with all metal parts fully chrome plated. Deluxe model "88" regularly \$5.95 now only \$4.94. Extra sponge refills available everywhere.

**Get Your
O-Cedar Sponge Mop
Now at This Low Sale Price!**



RACCOON SWOON CONTINUED



RACCOON TYCOON Sue Salzman sits in her apartment surrounded by old coats. A '20s fan, she wears floppy cloche and dangling beads typical of the era.

A COUP FOR A '20s FAN

The boom in old raccoon coats stems from fondness that a New Yorker named Sue Salzman has always had for the '20s. Last winter she bought 14 battered coats from a boys' clothing dealer as a joke for friends. Word got around that she had coats for sale and she soon was swamped with orders from sports car enthusiasts, models and college boys. She then went scouting in earnest, even turned up some with speakeasy cards and hipflasks still in the pockets. Soon she was selling 40 a week out of her New York apartment (*above*).

As the fad spread across the country and big orders came in, old coats became harder to find, largely because most of the antiques had been cut up to make Davy Crockett caps. But there are still plenty of raccoons to be trapped and provide trimming like that shown below.



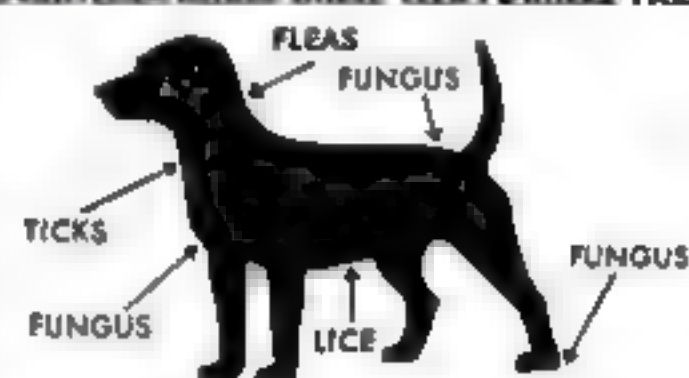
RACCOON TRIM, a detachable collar, is used on a 5-year-old's dressy, high-waisted tweed coat (Helen Lee, \$53). The matching muff is \$20 (Helen Lee).

New Scientific Powder Really

STOPS DOG ITCH

- Destroys Fleas, Lice, Ticks
- Stops Fungus Itch
- Kills Bacteria, Repels Odors

SCRATCHEX, WHERE OTHER 'Flea Powders' Fail.



1. Fleas, lice, ticks attack any part of dog. SCRATCHEX kills these insects.
2. Spores from weeds, grass cause fungus itch ('summer itch' or 'mange'). SCRATCHEX stops fungus itch.

Now, an astonishing new medicated powder, proved so effective it is guaranteed to stop your dog scratching in minutes. Even advanced, raw-skin cases of fungus infection are relieved quickly, amazingly by SCRATCHEX.

Exclusive Scratchex Formula was developed by Dr. A. C. Merrick, famous veterinary scientist, who discovered that in 7 out of 10 cases scratching is caused by a fungus infection, often invisible. Only SCRATCHEX combines: 1. *Mercap* to kill fungus spores, stop fungus itch; 2. *Lindane* to destroy fleas, lice, ticks on contact; 3. *Hexachlorophene* to kill bacteria, check odors.

Safe, soothing, SCRATCHEX brings almost instant relief. Long-lasting, helps prevent re-infection. Get SCRATCHEX today at all drug stores and leading pet shops. Season's supply only 98¢.

**New! Special Formula
SCRATCHEX
for CATS**

- Lendinized to Beautify Fur
- Kills Fleas and Lice on Contact
- Checks Bacteria, Repels Odors



Guaranteed... safe, approved by CATS Magazine season's supply only 98¢

**Dr. Merrick's
SCRATCHEX**
MEDICATED POWDERS FOR DOGS... FOR CATS



BIG RELIEF

From a tiny **TUMS** tablet!

Tums relieves even stubborn acid indigestion in 4 seconds. And, combined with digestive fluids, results in a soothing protective coating for the stomach walls!



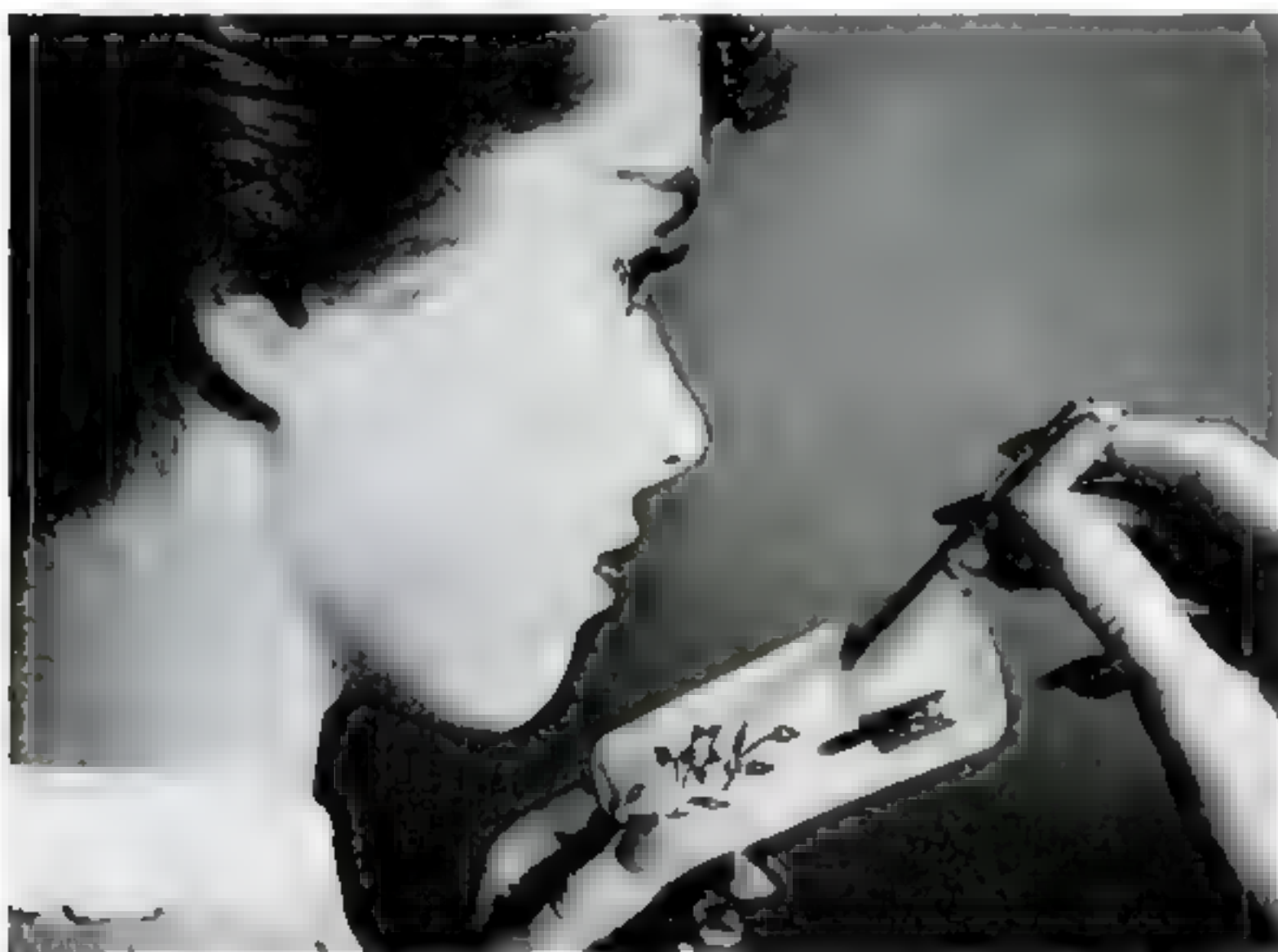
Why more students prefer ESTERBROOK pens



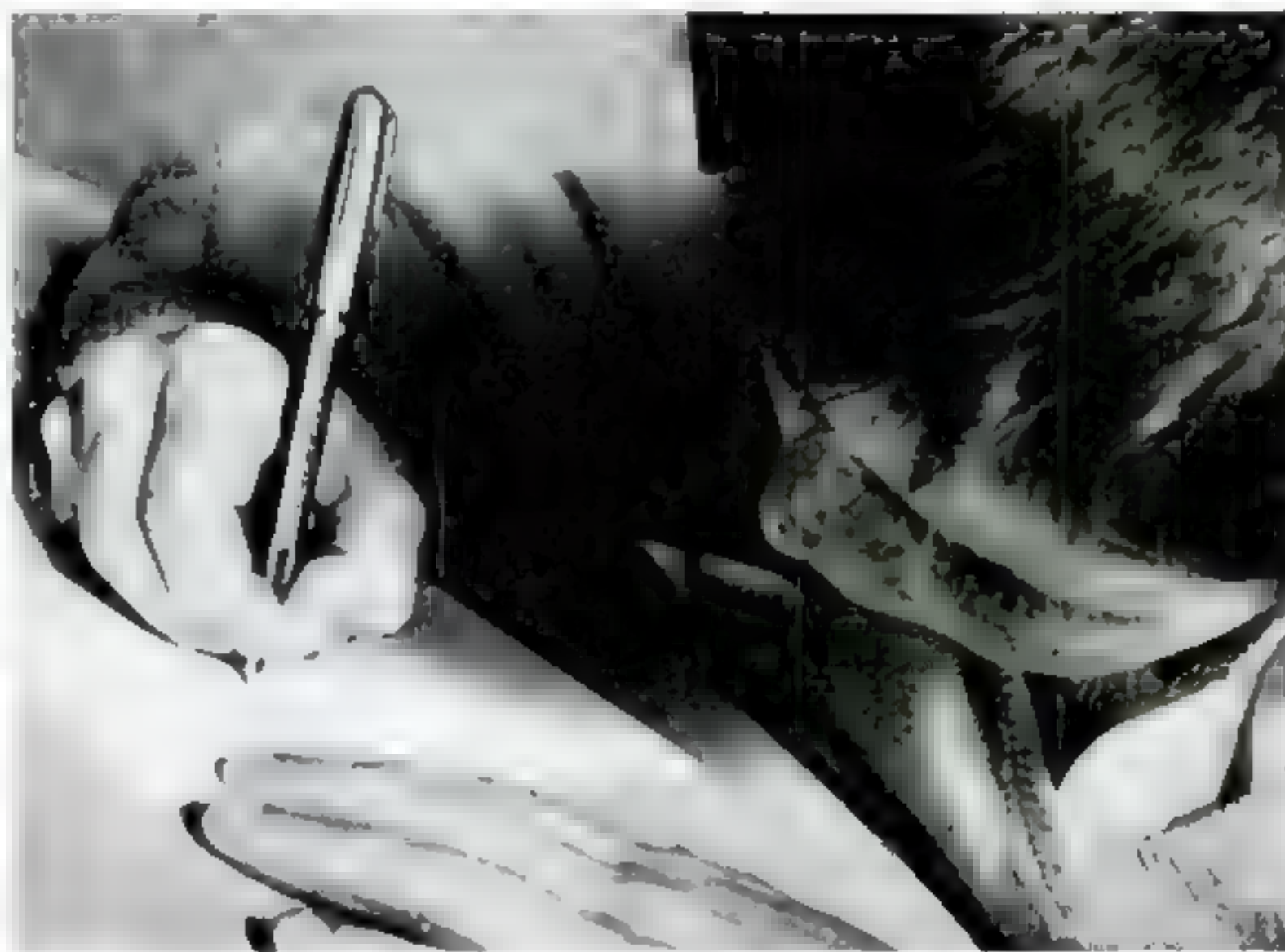
Choice of points—replaceable points—Only Esterbrook offers a point for every writing style. And only Esterbrook points can be replaced *in seconds* at any pen counter for just 60¢. Such economy—a \$2.95 Esterbrook Fountain Pen can last a lifetime!



Good handwriting comes easier with a top-grade fountain pen. Matter of fact, when it comes to learning a pleasing hand, a cheap pen just won't do. So isn't it nice that an Esterbrook, although its price is modest, is acknowledged to be the finest fountain pen made.



There's glamour in the new Petite-Pak—and famous Esterbrook quality, too. You'll be proud of this dainty purse set in its smart carrying case. Beautiful pen and matching pencil come in choice of 6 new fashion colors. Set—\$5.75. Pen alone \$2.95.



A truly dependable ball point...with the new *Wordathon*® Refill which outwrites ordinary refills 5 to 1. Only \$2.50 complete. **Personalized stationery!** Your name and address on 50 sheets, 25 envelopes for 50¢ when you buy any Esterbrook product.

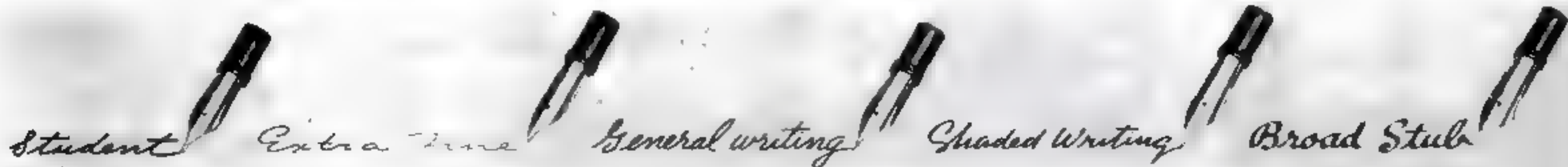
Choose exactly the point for you from Esterbrook's 32



Esterbrook®

\$2.95 and up

Only Esterbrook gives you a complete choice of points...replaceable in seconds



*TRADEMARK

Prices slightly higher in Canada

**Looking for
Something?**



**FROM DETECTIVE AGENCIES
TO CATERERS**

whatever you need

**Find It Fast
In The
Yellow Pages**

Ads with this emblem
make your shopping easier



RACCOON FOR EVENING makes a shawl collar on a red corduroy dinner suit (Nelly de Grah, \$52), here worn with matching muff (Rubin, \$27.50).

**DEEP INSIDE THOSE
ACHING MUSCLES**



NEW
Intracel®

PENETRATING ANALGESIC

PUTS PAIN TO SLEEP

This revolutionary new pain treatment penetrates through the skin, deep into aching muscle tissues. Fragrant, soothing, *unbelievably* effective Intracel relieves backache and shoulder stiffness caused by driving, drafts or just plain "nerves." Use Intracel, too, to relieve aches and pains of stiff neck muscles, muscular lumbago, simple neuritis and neuralgia, sore arm and Charley Horse. Intracel gives temporary relief from minor pains of arthritis and rheumatism.

If not completely satisfied, your druggist will refund your full purchase price.



Popular 2 oz. Size \$1.49

New 6 oz. Economy Size \$2.98

VCA LABORATORIES, LOS ANGELES AND NEW YORK

Imperial CAMERAS

COMPLETE 9 Piece Flash Outfit

Only \$4.95

MILLIONS OF SATISFIED USERS

At your favorite dealer and most WOOLWORTH stores.

HERBERT GEORGE COMPANY
311 N. Wabash St., Chicago 6, Ill.

**"I Earn \$2160 More a Year
and I went from a Dull Office Clerk job
to a Fascinating Secretarial Position!"**
WRITES BARBARA ESCOFFIER, NEW ORLEANS, LA.

SHORTHAND IN 6 WEEKS
Speedwriting
Famous ABC Shorthand



MY EXHIBIT—USES ABC'S
Why spend months mastering a symbol shorthand when in **ONLY 6 WEEKS** you can be taking 120 words per minute with **SPEEDWRITING**—the shorthand that uses the ABC's!

Over 350,000 men and women have learned **SPEEDWRITING** shorthand at home or in a classroom. They're winning success—in business, Civil Service.

35TH
YEAR

FREE NATION-WIDE LIFETIME PRIVILEGES
• EMPLOYMENT • BRUSH-UP • TRANSFER
You are entitled to these privileges at all **SPEEDWRITING** schools in over 400 cities when you enroll for classroom instruction at one **SPEEDWRITING** school.

For school nearest you **CONSULT LOCAL DIRECTORY.**
SPEEDWRITING
Dept. 3009-7, 55 West 42nd St., N. Y. 36, N. Y.

Special Offer

GET YOUR SET OF

3 AUTHENTIC UNBREAKABLE Apothecary Jars

WORTH \$3.50

for only \$1.00

with purchase of Colgate Dental Cream,
Halo Shampoo OR Palmolive Rapid-Shave



Smart New Note for Bathroom or Boudoir. Just right for Cotton, Bath Powder, Bath Salts, Bobby Pins, etc. So practical! And—so very ornamental!

Authentic Reproductions in miniature of the giant, colorful jars that once graced the shelves of old-time Apothecary Shops! Made of unbreakable, ivory-tinted plastic highlighted with gold-color leaf designs, each set features 3 sizes: approx. 5", 4" and 3½" high.

Worth \$3.50—Colgate-Palmolive makes it possible for you to get this set of 3 Apothecary Jars for only \$1 plus carton end-flaps or sales receipt from any size Colgate Dental Cream, Halo Shampoo, Palmolive Rapid-Shave or any other Colgate-Palmolive toiletry.



Clip Handy Order Blank NOW!

3-PIECE APOTHECARY JAR OFFER BOX 1499 • NEW YORK 46, N. Y.

Please send me, postpaid, _____ Set(s) of three Apothecary Jars as described. For each set ordered, I enclose a one-dollar bill (no stamps, please) and carton end-flaps or sales receipt from any size Colgate Dental Cream, Halo Shampoo, Palmolive Rapid-Shave or any other Colgate-Palmolive toiletry.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Offer good in U.S.A. and in territories of Alaska and Hawaii—except where legally prohibited. Allow two weeks for delivery.

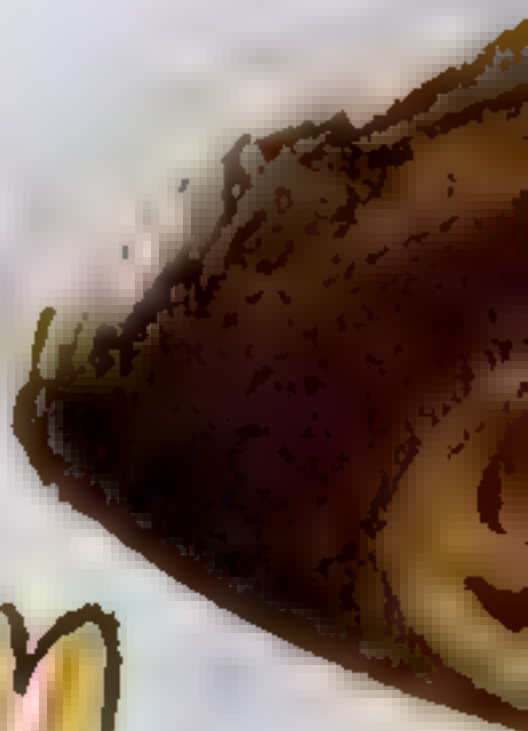
Milk Chocolate



"My Mother likes me"



Fluffy White



Pillsbury



Frostings!

**From the mix people who bring
you the fancy home-cooked kind
you don't have to cook**

"Mama, what good frosting you make!" You can hear sweet music like this anytime when you use Pillsbury Frosting Mixes.

Actually, they give you the same fine and fancy quality as the homemade frostings you have to cook. But you don't cook them. You don't have to fuss or worry. They whip up easy, spread on beautifully and really taste wonderful.

Pillsbury brings you four favorite flavors to do right by the finest cake.

Make that cake one of those "moist as homemade"
Pillsbury Cakes, for a complete triumph... inside and out.



Creamy Caramel



Creamy Fudge



PILLSBURY

BEST

for Munch-Time Freshness REYNOLDS WRAP

Nothing like Reynolds Wrap for keeping sandwiches fresh...even made the day before. Cakes and cookies, pie, fruit... they're all fresher, neater, more appetizing in this pure aluminum foil. For going-to-school, Reynolds Wrap is the brightest in its class. And that goes for man-size lunch boxes, too!



Make Colorful Ribbon Sandwiches—Spread well with butter or margarine then stack white and whole wheat slices alternately with different fillings between. Press firmly, wrap in REYNOLDS WRAP, chill several hours, then trim crusts and cut in $\frac{1}{2}$ " slices.
Checkerboards—Do as above, then spread ribbon slices again and re-stack with "ribbon colors" alternating. Wrap in REYNOLDS WRAP and chill again. Slice off $\frac{1}{2}$ " checkerboards.
Add a Gay Whirl with Pinwheels—Spread crust-trimmed bread slices (lengthwise slices make bigger rolls) and roll up jelly-roll fashion. Then roll tightly in REYNOLDS WRAP and chill several hours before cutting in $\frac{1}{2}$ " slices.
Cornucopias—Spread crust-trimmed bread slices, add spoonful of filling in center and roll cone-fashion, pressing firmly. Wrap in REYNOLDS WRAP and chill. Decorate with parsley.



See Special Offer for REYNOLDS WRAP ALUMINUM DISPENSER inside this package.

©Reynolds Metals Company, Louisville 1, Kentucky.

Available in Canada

BEST

for Packaging Bread REYNOLDS WRAP ALUMINUM PACKAGING

More life in the Staff of Life, and longer life, too...that's what you get with Reynolds Wrap Aluminum Packaging. It keeps moisture in...the main factor of Freshness. And it keeps light out...the light rays that can damage any product made with shortening. For bread as for so many other products, look for the gleam of aluminum and for the Reynolds Wrap Aluminum Packaging Seal.

ALL AMERICA'S
FIRST CHOICE
FOR STRENGTH
AND PURITY!

See "Cirrus Boy", Sundays, NBC-TV.
Watch Reynolds all-family television program "Disneyland", ABC-TV.



A RED TOWER REPLACING CARNEGIE HALL

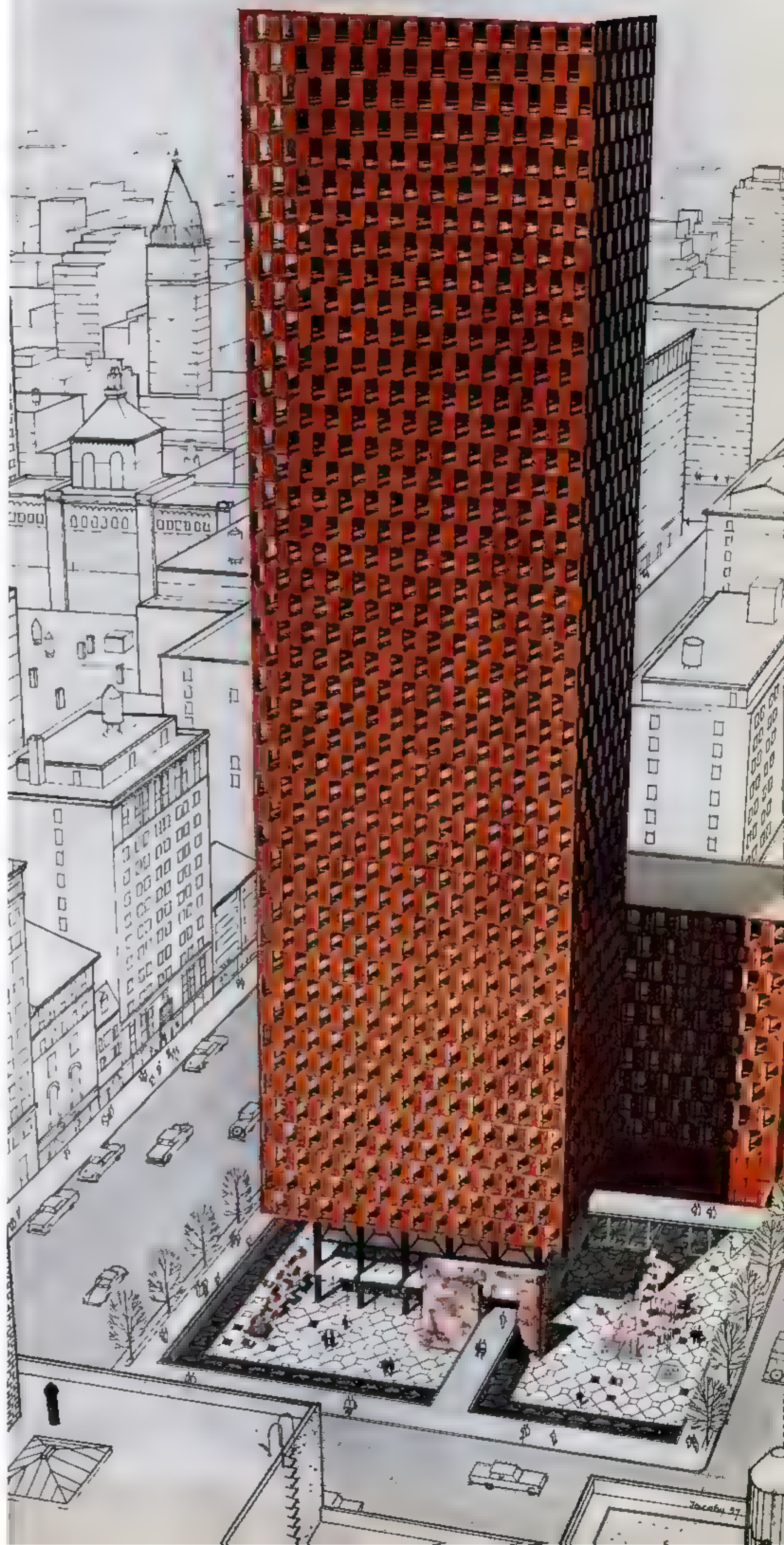
The building boom that has been making over the old brownstone face of Manhattan with new façades of gleaming aluminum, green glass and copper-tinted steel will reach a new degree of flamboyance in the skyscraper to be erected on the site of Carnegie Hall. When the famous concert place is demolished in 1959, a new office building faced in panels of bright red porcelain will go up in its place. To liven up the effect even more, Architects Pomerance and Breines have offset the building's windows in diagonal instead of vertical rows to produce a strange-looking checkerboard pattern. Standing on stilts sunk in a broad plaza, the \$22 million building will rise 44 floors above 57th Street.

All this was saddening news to the music lovers who have come to cherish old Victorian Carnegie Hall. Built as a business venture by Andrew Carnegie, a lover of Scotch bagpipe music, it opened in 1891 with a program partly conducted by Tchaikovsky. It became home for the New York Philharmonic and a magnet for the great musicians of the world. When it is demolished, U.S. music will lose one of its most acoustically perfect halls. But there was some good news for music lovers. As the office building goes up, Carnegie Hall's activities will move to Manhattan's new Lincoln Square cultural center and into a modern auditorium adjoining the new Metropolitan Opera House.



CARNEGIE HALL will offer two more full seasons of concerts and recitals before building is razed.

RED SKYSCRAPER will be reached from the street level by a foot bridge spanning its sunken plaza. →



SYLVANIA

BIG SCREEN CONSOLE

Cabinets only

13 $\frac{3}{4}$ " deep



See Walter Brennan in "The Real McCoys"—
Sylvania's new weekly television show,
ABC-TV Network.

HERE'S HOW SYLVANIA ENGINEERED THE BULK AWAY

Until Sylvania pioneered 110" TV, picture tubes had a 90° angle and a long, long neck that needed a deep, awkward cabinet. So Sylvania developed the 110" Silver Screen Tube—to make Sylvania cabinets up to 12" shallower.

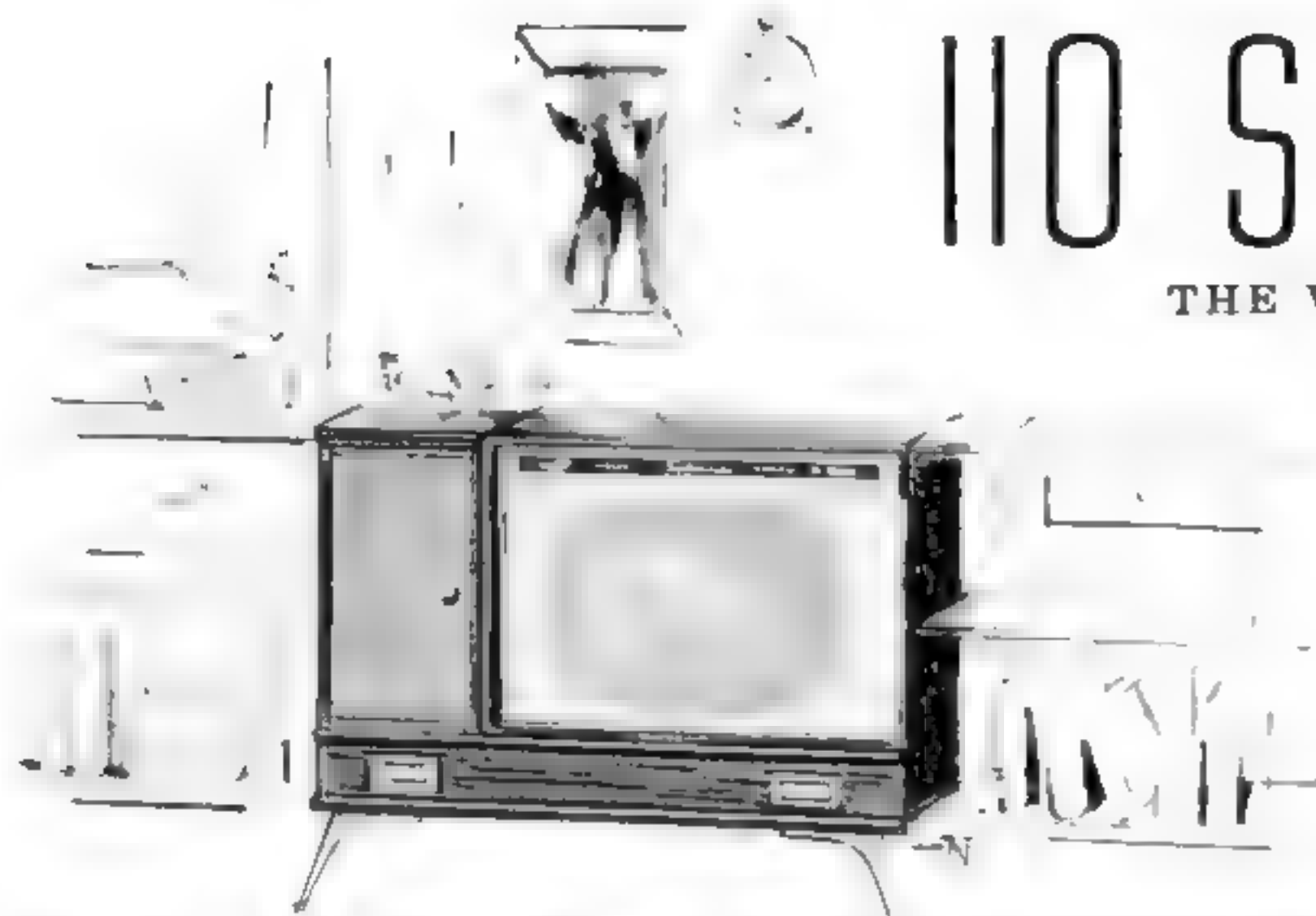
Sylvania's powerful S-110 Classic wraps around the new tube, makes cabinets lower and narrower. Printed circuitry, assembled by automation, sweeps away excess wiring, cuts repair bills, gives added years of trouble-free service.



cuts the cabinet in half!

110 SLIMLINE TV

THE WORLD'S MOST COMPACT TV

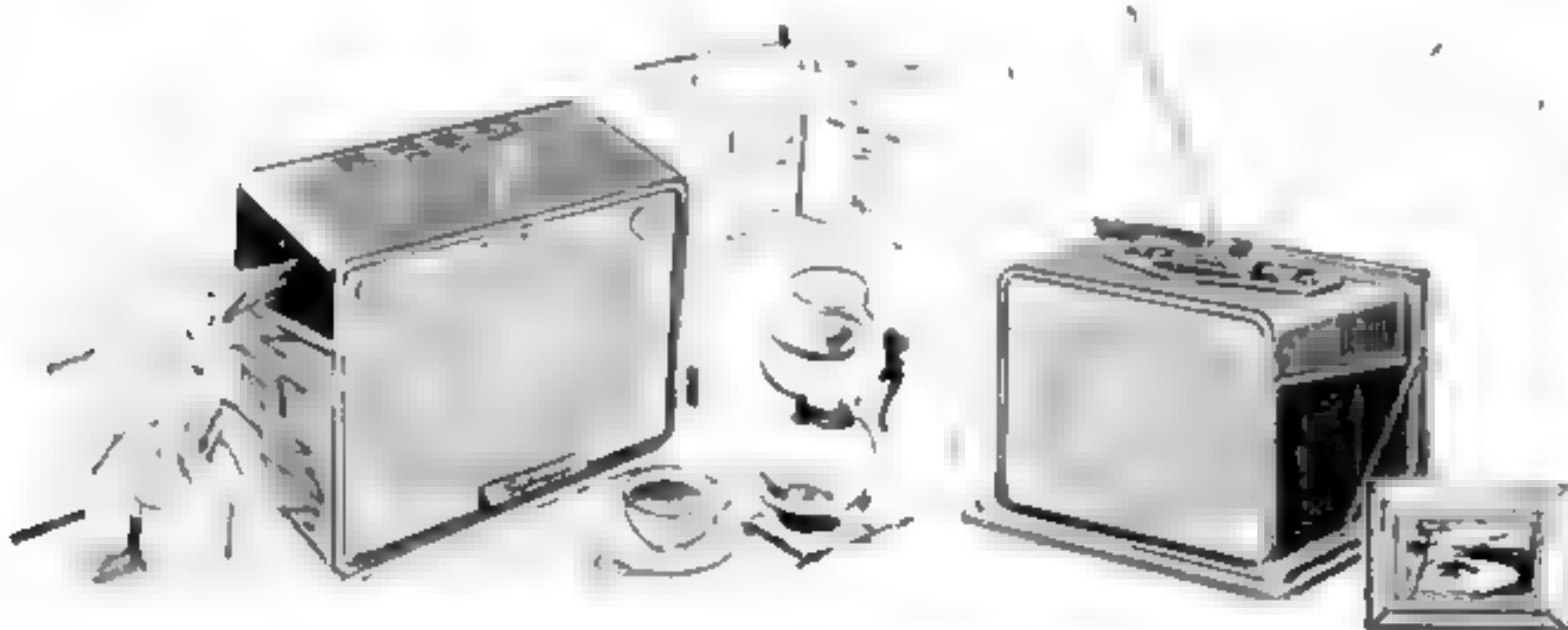


Slimmest TV on the market—Sylvania-styled for your space and your budget. A new design concept by Sylvania brings you console TV at table-model prices.

World's slimmest table models, consoles and bases give you 31 different ways to have *exactly* the TV look you like. Model 21T213; lowboy base optional.

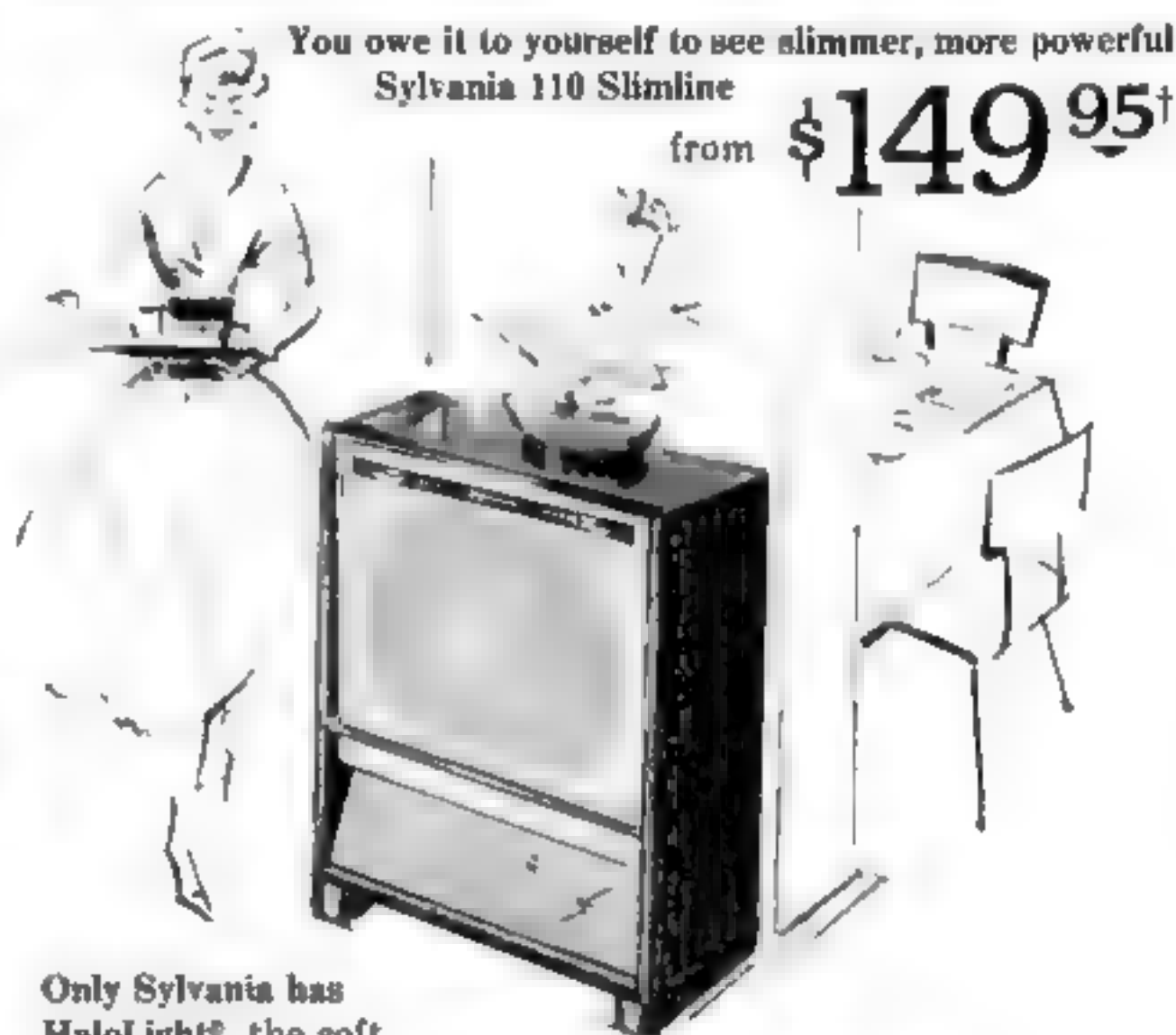
Brought to you by Sylvania, pioneer of the slim look in television, the Sylvania 110 Slimline packs a 21" picture into a cabinet only 13 1/4" deep.

- Up to 12" *slimmer* than old-fashioned TV, it needs only *half* as much space as last year's models.
- 31 different models all line up with today's slimmer furniture, won't jut out, fit where big-screen TV could never fit before.
- You get better performance than ever—a whopping big picture, clear to the corners, and even more power for Sylvania's celebrated "fringe" area reception.
- You can have it with Sylvania's exclusive HaloLight and new 2-Way Magic Touch Tuning.
- And don't miss the first 21" portable—big brother of the famous Slim Jum, the TV that set the pace for slender styling.



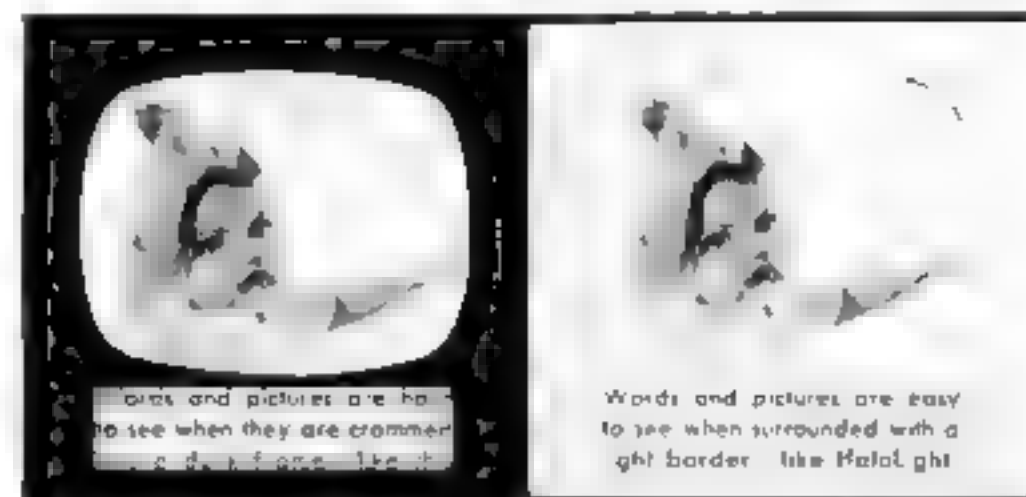
Fits where 21" TV could never fit before. Every room has a readymade spot for Sylvania Slimline. Model 21T115.

Portable so slim it can hang on the wall—on this unique up-or-down shelf. Model 17P201; picture-frame shelf 1019.



You owe it to yourself to see slimmer, more powerful Sylvania 110 Slimline from **\$149⁹⁵†**

Only Sylvania has HaloLight®, the soft frame of light that surrounds the picture and babies your eyes. It lets you enjoy *all* your favorite shows—right through the "late late's." Model 21C512.



SYLVANIA ELECTRIC PRODUCTS INC. • RADIO • TELEVISION • LIGHTING • ELECTRONICS
Radio & TV Division, Baiter, N. Y. In Canada: Television Made by Sylvania Electric (Canada, Ltd.)
and distributed by Northern Electric Company, Ltd.

A Gift for You!

A valuable purse-size bottle of famous MY SIN French perfume by LANVIN

Come in... test view Sylvania Slimline with HaloLight and get this luxurious gift—with the compliments of your Sylvania dealer.



Keep your eye on **SYLVANIA**  ...fastest growing name in sight

*Picture size: 21" overall diagonal, 26 1/2" sq. in. of viewable area

†Manufacturer's suggested retail price



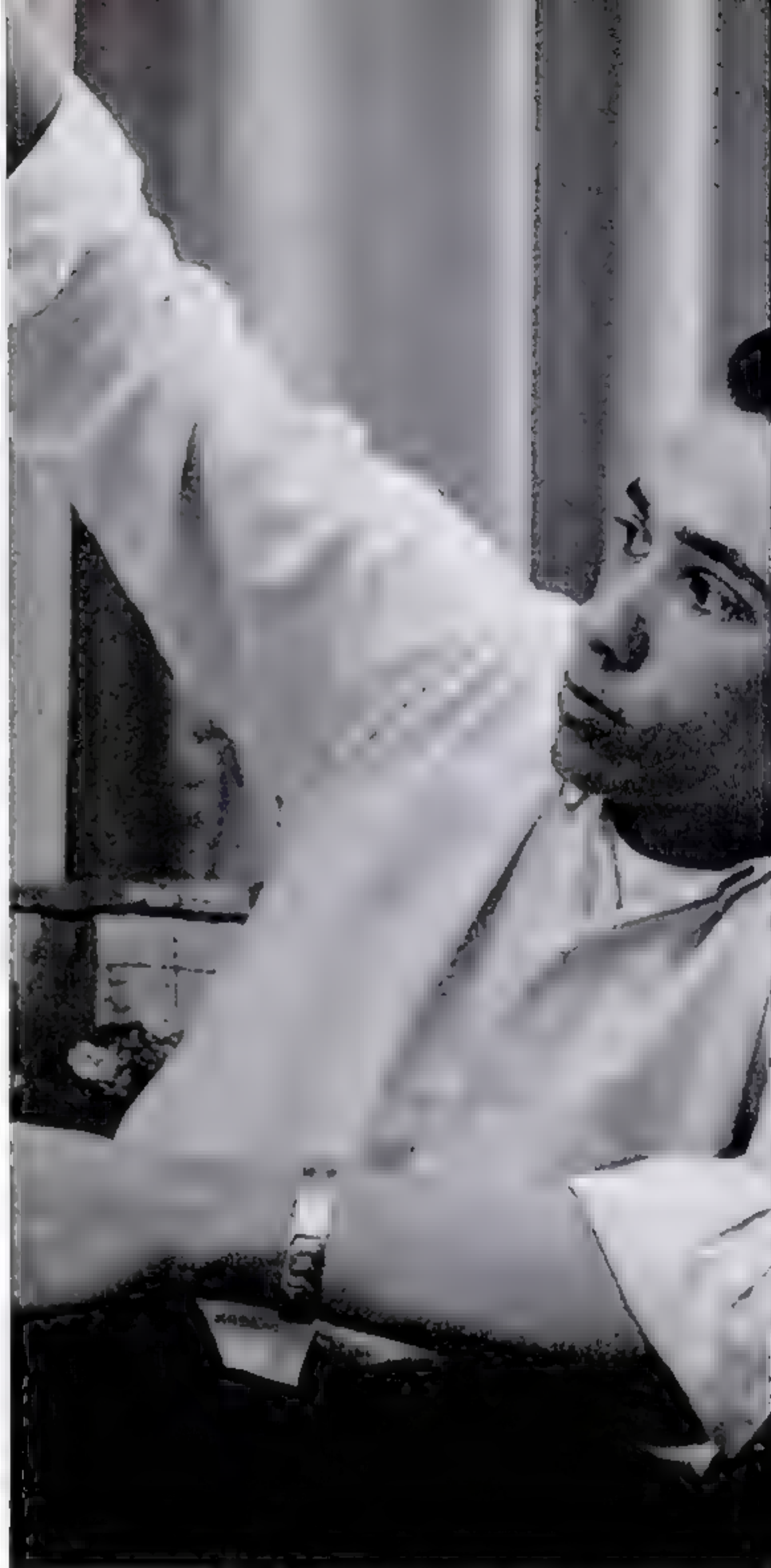
"THE ONLY WAY you can keep another boy from taking out a girl you like," Pete Lange, 15, tells Chappaqua, N.Y. teen-age round table, "is to go steady."



"PINNING THEMSELVES down and staying with each other year after year is bad for people," says Chris Kelly, 15 (right). "But going steady can be fun."



"PLAYING THE FIELD," says Fran Orsenigo, 15, who does not go steady. "is better for teen-agers. That way each can be ready when the time to marry comes."



AT CHAPPAQUA, N.Y., SCENE OF THESE TEEN-AGE DISCUSSION PICTURES,

Debate about

PARENTS, TEEN-AGERS DIFFER

When it became a nationally noticed teen-age custom several years ago, going steady generally was looked on, with approving clucks, as a romantic phenomenon of youth (LIFE, June 14, 1954). Now, having spread widely through the country, it is being viewed with much alarm and excites warm argument and debate. Despite attacks from American parents, priests, teachers—as well as from some teen-agers—the practice of one teen-ager dating another exclusively is still increasing. In some U.S. high schools 65% of the students go steady. There has been a striking jump in steady dating among 13- and 14-year-olds in grade school. "Before long," says one observer wryly, "it may go to the first grade."

Concern over the trend is especially deep among many parents of



KEN NYE, 15, AND LEILA WHITE, 15, BOTH RAISE THEIR HANDS TO BE HEARD

Going Steady

ON A SPREADING U.S. CUSTOM

present teen-agers. The parents grew up in a very different, fiercely competitive dating-mating system that was symbolized by the stag line. Now they fear that a child who is keeping constant company with only one other person may not meet a suitably large cross section of the opposite sex before marriage. Possibly it might encourage sexual intimacies. The teen-agers argue that going steady is a fine system in this age of social security and conformity. "It makes me feel secure," is their argument, and besides, "everybody does it."

This debate between the teen-agers and the parents is summed up in two LIFE-sponsored discussions (*excerpted on next two pages*), which were held by young people in Chappaqua, N.Y. and adults in Evanston, Ill.



"RESTORING STAG LINES, as some high school dances do, can help stop going steady," Mrs. John McConnell says in adult round table at Evanston, Ill.



"DON'T BE ALARMED," says Jared Johnson. "Parental guidance will help with any problems that might arise." Two of his three children have gone steady.



"OLD-FASHIONED DISCIPLINE can keep a girl from going with a boy she shouldn't date," says Mrs. Henry Barber. "You simply tell her she can't do it."

FOR ADULT DISCUSSION, SEE PAGE 97

The teen-aged say it's O.K....

A discussion panel of teen-agers, some going steady and some not, was held for *LIFE* at Chappaqua, N.Y. Here are excerpts from the discussion:

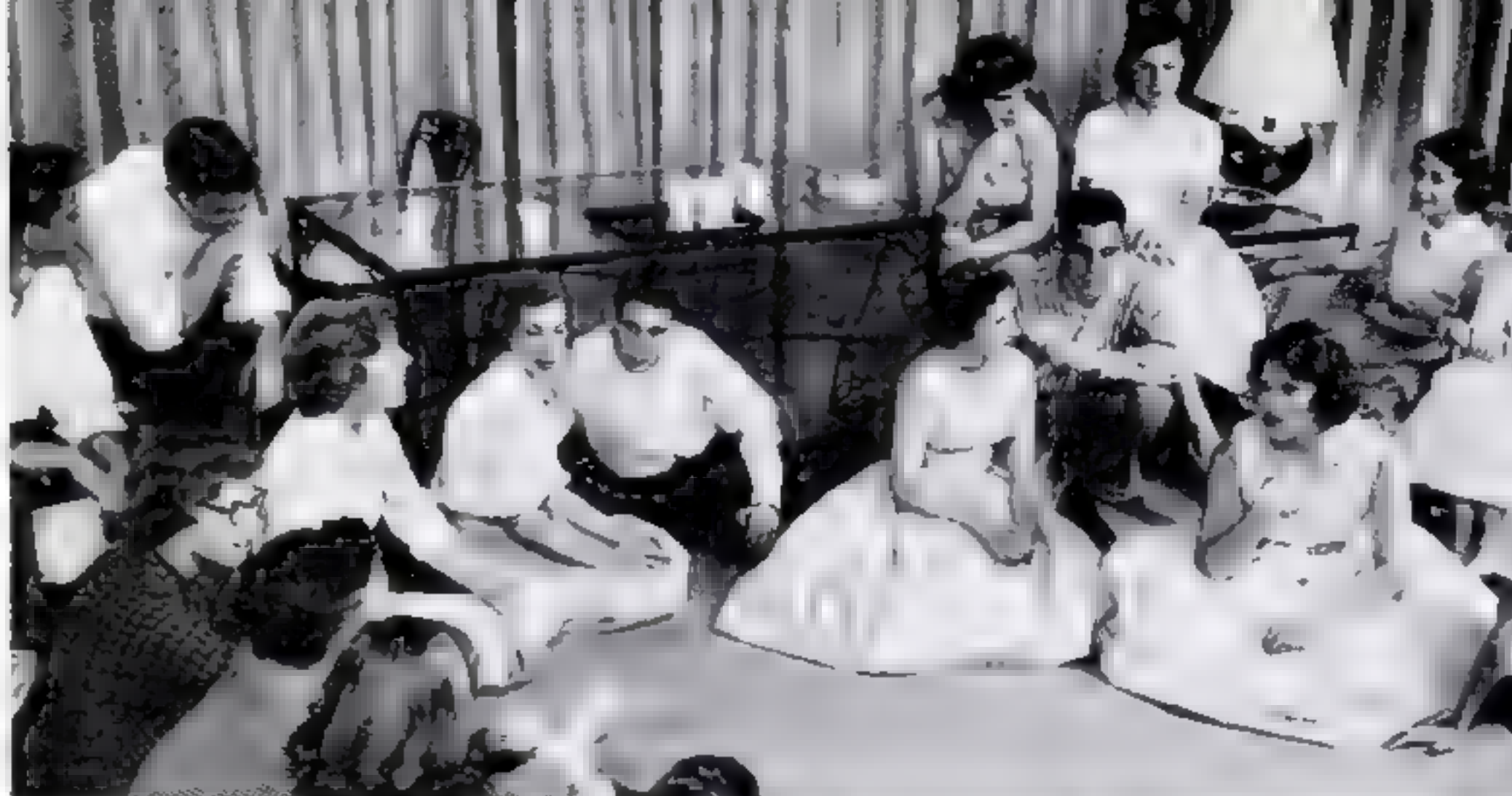
SUE KREISLER: Let's start off with somebody who has gone steady. **JUDY FAY:** You should go steady if that's what everybody in your school does and if that's the way you're going to be comfortable. **BETH PORTER:** Don't you think you should be a little more individualistic and not fall in because it is the thing to do? (Laughs and calls of "Yeah.") **CHRIS KELLY:** Why should you do just what everybody else does? You have your own mind. **JUDY:** But if you like the person and you have a good time when you're out with him. I don't know, don't keep looking at me. (Laughs) **CHRIS:** Does that mean that just because you happen to like a person you have to pin yourself down to him as the only person you can even look at? **JUDY:** You don't pin yourself down any more than you want. Some people see each other all day long, or some people go steady and don't see each other much. (Laughs)

'A ring in their nose. . . .'

JACK DAVIDSON: I've been going steady quite a while. You don't have to slap a ring in their nose and a ring on their finger. If Jane decided some day that she didn't want to go steady, she'd tell me, and what good would it have done for me to have a ring around her finger all that time? **TOM POWERS:** I think the way Jack and Jane have done it has been good. But one thing that makes me hesitate about going steady is that when you do break up you can't just say, "Here's your ring back," and it's all over. There's an awful lot more hurt. **BOB BURCH:** Tom is right. In the lower grades, after you break up with a girl, you've got to say you hate her, that she's a real jerk and all that, and that you never liked her. When you get a little older you can be nicer about it.

BETH: What about kids in high school who don't see each other much? They're in completely different classes and live at opposite ends of town. **TOM AVENI:** There's always weekends, and lots of people can get together by cars. The catch to cars is that during freshman, sophomore and even mostly junior year hardly anyone is 17 and has a car. They have to get their parents to drive them. They're afraid what to say when their parents are there. (Laughs) **JUDY:** My sister is 14 and goes steady. I asked, where do you go with him? We go to dancing school, she said. Every single Thursday night his parents come to take her to school. She wears a bracelet from him, and that's a scream. In case she breaks up with him and still wants to wear it, she'll put tape over his name on the bracelet.

BETH: Some kids think parents make a big fuss about going steady, but don't parents really have the right? They're scared. **JUDY:** It's your life, not theirs. But what are you doing that is so wrong? (Laughs) **BETH:** It might not be wrong, but they would like to know what you're doing. (Chatter) **CHRIS:** If two people have gone steady a while, they're much more likely to do things and try things they shouldn't. (Protests of "No") I would, I know. (Cries of "Oh") **SUE:** Parents make it much



YOUTH DEBATE took place in the living room of Sue Kreisler's home in suburban Chappaqua, N. Y. Participants included: (at far left) Dick Kuriger, 15, and Bob Burch, 15; (on the floor, clockwise from the left) Karen Loeffler, 18; Pete Lange, 15; Penny Schott, 15; Sue Kellogg, 15; Carole Odiorne, 14;

Doug Hoeft, 15; Louise Holsapple, 18; Sue Kreisler, 17; (in center background) Karol Kreisler, 15; Tom Powers, 17; Fran Orsenigo, 15; (at far right) Peggy McCandless, 15; Ann Bliss, 14. Others on panel were Tom Aveni, 18; Judy Fay, 17; Jack Davidson, 18; Beth Porter, 15; Jane Eller, 18; Nancy Hamblen, 17.

more serious than it is. Going steady means that two people are not just best friends but a little more than best friends.

LOUISE HOLSAPPLE: Do you think when people go steady it makes it harder at a party for other people to have fun? **BOB:** This is going to sound awful wrong, Louise, but it depends on what you call fun. (Laughs) If there are 12 people at the party and you consider having fun is dancing with all six of the boys, going steady does cut down your fun. But if you consider having fun is dancing with one boy all night, you'd have it. **SUE:** People who aren't going steady feel sort of out of it at a party because so many people are going steady. They're not a part of the party in a way. One advantage going steady has for people who are sort of shy is that they enjoy parties more. **NANCY HAMBLEN:** If you're stuck on one boy you leave everyone else and you lose your friends because you don't have time for them. And it's the same thing at parties the way two people pair off and stay together and they don't mix.

FRAN ORSENIGO: I think parents and the church are against going steady because they feel it's safer for us to play the field so that each of us knows when the time for marriage comes what kind we really do like. **JACK:** Yeah, well, the thing is: is shaking hands with a thousand boys in high school going to help you to know any of them? (Laughs) **PENNY SCHOTT:** Playing the field for a lot of girls, though, means they're not going to go out at all, and where will that get them? **KEN NYE:** Parents and the church are against going steady because they think going steady will lead to other things they don't want to happen, and I think that's entirely wrong.

'Judy and I have great fun. . . .'

TOM AVENI: I know fellows in New York City that go steady just to see what they can get. But Judy and I have great fun without that. **JUDY:** Yeah, why should we be told not to go steady when others do? **KEN:** I think they should leave whether you want to go steady up to yourself. I don't think you can compare New York with Chappaqua. **SUE:** Kids are alike all over. **JANE ELLER:** Well, some girls out here have very low standards, and lots of times the things that happen depend on the girl.

BOB: When I first became a high school freshman last fall, I found it an awful difference from eighth grade. (Laughs) There were

an awful lot of new things to get used to and I feel that particularly in the beginning of your teens it is this striving for security that makes going steady seem the ideal arrangement, because it does offer security for both of the kids.

SUE (reading a prepared question): Is it true that going steady is not just a static state but a relationship that almost automatically progresses toward some action including marriage? **SEVERAL:** No. **SUE KELLOGG:** Going steady in ninth, tenth and eleventh grades is a lot different from going steady later. When you're older, you think more about the future. In high school you really go steady just to go out. **KAREN KRUEGER:** I know for a fact that there are people in our class who expect to get married just as soon as they get out of school. They want to get married after their first year in college.

JUDY: If you go steady in high school you haven't got time to think about getting married. You're so busy with sports and dates and what other people are doing. Look, I've got about eight or nine years before I'm really ready to raise my own family, and stuff like that. There are so many things I want to do. I want to travel and oh, I want to write, I guess. Parents who think that their kids when they go steady are automatically engaged to be engaged are taking it much too seriously.

GAILARD WAGNON, LAURIE ANN BURTON (P. 100)



... but elders seem doubtful

A discussion panel of parents of teen-aged children was held at Evanston, Ill. for LIFE.

MR. BARBER: Our subject is "The Steady Dating of Teen-Agers." Are you for or against it, or on the fence? MR. JOHNSON: Our two oldest boys both married at 19. The first was never a steady dater. Our second started as a high school junior and married his girl after three years. Our third is a high school senior and has been part of a steady now with two different girls this last year. It is nothing to be alarmed about.

MRS. ALONZO DAVIS: We have three children, the two girls are teen-agers, and it really is a problem. MR. MCCONNELL: We object to going steady because we look back at our own high school days, all the fun we had with the stag lines and parties, and kids miss a lot today by confining their interest to just a few people.

'You aren't clued in. . . .'

MRS. BARBER: Both Henry and I find this problem more amusing than annoying. Our girl of 17 has gone steady a year or so. Her constant cry when I mention the old days is: "Mother, you aren't clued in, you just don't know what is going on." (Laughter)

MRS. HUNSBERGER: We have three teen-agers. The older boy is 17, the daughter is 15½ and our younger boy is 14. The older boy and our daughter say a steady thing is the only thing. Our youngest has tried to go steady too, and I think it is very bad the way it goes down to the really young, the 10- and 11-year-olds. MR. SCULLEY: How can a boy do any comparing if he goes with one gal for six, seven years? In my day you might have your best girl and some wolf might come along and you would be out in center field without a glove. So I am all for a little bit more of open season.

MRS. SCULLEY: A teen-aged girl told me today that she doesn't like going steady at all, that you become an old shoe and so wonder whether you are too casual with each other and whether you will lose each other. MR. HOOS: I was a teen-ager in the early '20s. The



ADULT DEBATE took place in St. Mark's Episcopal Church, Evanston, Ill. Participants, starting from the stenotypist in left corner (glasses, back to camera), included Mrs. and Mr. Jared L. Johnson; Mrs. and Mr. Alonzo Davis; Mrs. and Mr. John McConnell; Mrs. and Mr. Henry Barber (at head of table);

Mr. and Mrs. Harry Hunsberger; Mr. Kenmore Hoos (Mrs. Hoos is partly visible behind him); Mrs. and Dr. Frederick Scambler, and Mrs. and Mr. A. Newell Rumpf (with backs to camera). The other participants included Mr. and Mrs. Richard Doney, Mr. and Mrs. Arthur Sculley and Rev. Dr. Paul Elmon.

big difference is that boys and girls today at 13 are about like we were at 15 to 16.

MRS. SCAMBLER: We have a boy 21 and a girl 17. The boy went steady for two years, and she did more for him than any dozen girls could if he hadn't gone steady. MRS. RUMPF: We have a daughter of 17 who has gone steady for three years. They have broken up four times. MR. RUMPF: The last time the parents encouraged them to get back because it was more than we could stand. (Laughter)

DR. SCAMBLER: A lot of this is something that we can't control too much. As parents we can do little except guide the children and hope they will come out all right. MR. DONEY: I asked our son: if parents made an injunction against steady dating, would it be observed? He laughed. MRS. DONEY: He added that the girl would just take the ring off and not wear it. They wouldn't stop going steady, but the outward sign would disappear. They bow in our direction as much as they feel they can without compromising their own pleasures.

MR. BARBER: Have any of you here noticed whether children's steady dating has tended to lead any toward promiscuity? DR. SCAMBLER: Young people today have a far better sense of morals than we think. MR. DONEY: But back in our minds, when we talk about objecting to steady dating, isn't that what we are suspicious of? MRS. DONEY: I think so. MRS. SCULLEY: More stress should be put on sports and athletic activity rather than this emotional part.

MR. RUMPF: It is a biological fact that boys mature later than girls, so in your senior class at high school there may be 50% of the boys interested in girls and the other 50% can take them or leave them, and generally leave them. So if a girl can latch onto some boy she insures herself so many things she might lose that she doesn't dare give it up. MRS. BARBER: It is so much fun to take the risk. MRS. DONEY: That spirit of adventure just isn't there. DR. SCAMBLER: And the average girl is just bored stiff with a boy her own age or younger.

'Our girls are out on a limb. . . .'

MR. HUNSBERGER: I wonder what our eighth-grader will do when he gets to high school and finds maybe some of the sweet, lovely little girls he has been interested in taken over by the seniors. MRS. HUNSBERGER: These little freshmen are so attractive and so many of the senior boys are after them. The poor senior girls were sort of left in the lurch this

spring. MRS. BARBER: Mrs. Scambler and I are mothers of senior girls. Our girls are out on a limb because they were popular with seniors when they were freshmen, and now they are old stuff. MRS. DONEY: Steady dating would serve a purpose in situations like that.

MR. BARBER: Is it old-fashioned of parents of daughters to want to know who the boys are? MRS. DONEY: Definitely not, and I want to know the girls. Any time anything goes wrong, my child claims that the parents didn't care enough. Other parents tell me that their children also feel the need of a certain amount of parental foot-putting-down and are not happy without it. MR. JOHNSON: We see more at home of our boy who goes steady than the one who never did. Going steady, they don't spend as much money, they don't have to take the girls out, they can bring them home because a girl knows the parents.

MRS. HUNSBERGER: My concern is that they don't have any fun. At a dance you have to be with your date all evening. And they don't have many friends. I said to my son, "Why don't you stop by so-and-so's house?" He said, "Oh, I couldn't go over to her house, she goes steady." He couldn't stop in to see a girl he has known since second grade.

MR. RUMPF: Sometimes a girl who starts to go steady is dropped by the girls in the group with her. MRS. HUNSBERGER: A friend of our daughter went steady last year with a boy and he was with her every minute, and that girl was put out of the group and has not been received back because she was never with the girls, always just with this one boy.

MR. DONEY: What happens when one of these steady affairs breaks up? Is there a tremendous emotional disturbance? MR. RUMPF: I hope you never live through it. (Laughter) A boy who broke off for a couple of months with our daughter caused trouble. She lost weight, and her grades at school went down. She was really quite a problem. MRS. SCAMBLER: And all her friends suffered with her, too. MRS. HUNSBERGER: That is what I object to very much. We knew about it the next night, the Rumpfs didn't have to tell us about it. Everybody in high school knew it.

MR. RUMPF: You can have four kids and you will have four different answers out of them, and they will react in four different ways, but in the composite I think they are going to grow up, they are going to get married, they are going to make good choices by and large, they are going to have children and the world is going to carry on.

WEAR MATCHING GARB AS THEY CYCLE AT MALIBU



APPROVED DRESSING AND DATING



OBEDIENT CATHOLICS at Sacred Heart Academy near Buffalo do not go steady. They also wear "lady

like and becoming" clothes as here. Mary Canton (second from right) has done well in giving up her

steady boyfriend. She gets many other dates, since fellows know they are safe from being corned."

RECOMMENDED GROUP AMUSEMENT



POLYWOGS GATHER in Cincinnati home of Betty Donovan (leaning over piano) for a group party.

POLYWOGS MEET with adviser, Father John S. a man, by a display board showing dangers of dating.



A WORKABLE COMPROMISE



"GOING STEADILY," Sally Hogan, 15, of Dallas has Ken Woolseroff, 16, for her most regular dates.



DANCING WITH ANOTHER, Sally takes floor with Bill Mangelsdorf, who came as another girl's date.



SWITCHING PARTNERS, Sally steps out with a third youth, Ed Lamberty, her date at this party.



PEOPLE
OF DATING

21

AT A MATURE AGE

money

SUFFICIENT INCOME

approx
1 year

MARRIAGE POSSIBLE
WITHIN REASONABLE
TIME

G DATES

ME

COURTSHIP THEN BECC

SIN
HURT
PERSON-
ALITIES

DURING THIS TIME

The Catholic position

Roman Catholic authorities have taken a firm stand on going steady. They are against it. *Information*, a Catholic magazine, reports that boys and girls who go steady "start making bad confessions, then no confessions, followed by no sacraments, no Mass, finally no faith." With this in mind, Roman Catholics vigorously oppose steady dating. In Bristol, Conn., two 17-year-olds were expelled from the parochial school when they kept on going steady. And in Lynn, Mass., Monsignor Joseph McGlinchey (*inset*) stated that students going steady would be barred from all parochial school honors. His stand has been widely followed.



MSGR. MCGLINCHAY

Across the U.S., Catholics have long more than just forbid steady dating. McNicholas High, a large parochial school in Cincinnati, started a flourishing club called the Polywogs (*left*). "poly" being from the Greek word for "many" and "wogs" from "we oppose going steady." The Polywogs go in for group fun of all kinds. Last winter, girls who went steady at Sacred Heart Academy near Buffalo were told to stop doing so and to dress modestly. Mary Canton (*upper left*) dropped her steady and helped to enforce the new code.

Sally Hogan (*upper right*), who attends a Catholic school in Dallas, follows a compromise course that has some Catholic approval. She "goes steadily," *i.e.*, dates one boy frequently, but also dates and dances with other boys in a way she could not if she went steady.



GOING STEADY BRINGS ON LOTS OF AFFECTIONATE HORSEPLAY HERE LAURIE ANN BURTON OVERTURNS GAILARD WAGNON AT A BEACH PICNIC AT HER FAMILY'S



HOME DATES save money. Here Caroline Johnson of Skokie, Ill. and Jack Power of Evanston, who at 18 have gone steady for 2½ years, feed Caroline's niece.



SCHOOL DATES are frequent. Sandra Lawson and Elmer Blanchard of Decatur, Ga., both 17, enjoy holding hands during their summer school English class

The diverse signs of devotion

While the arguing continues, teen-agers happily keep going steady and find many ways of affirming their attachment. For Laurie Ann Burton, 14, and Gailard Wagon, 15, these range from horseplay (*left*) to matching shirts (*p. 96*). The two had talked only casually until one day on their school bus last March, Gailard offered Laurie his jacket, a gesture with special meaning in their area. After Laurie accepted it they began dating. Gailard asked to

go steady, got a concise "OK." in answer and put a ring on Laurie's middle finger. The ring, engraved "G" and "L" had been worn by his two previous steadies, whose names, conveniently, also began with "L."

Other signs run from the exchange of tokens to classroom hand-holding. In the South mutual churchgoing is popular. The two couples below make it a weekly date; one pair has added another startling touch (*next page*).



HOUSE IN MALIBU, CALIF. THEY BOTH ENJOY IT



OPEN AFFECTION is exhibited at Malibu picnic Marilyn Jones and Bill Rigby (*right*), both 15, patch

up a quarrel by servant nuzzling on beach while Laurie Ann and Gailard exchange fond looks nearby.



EXCHANGING JEWELRY. Sandra Deer, 16, gives sorority medallion to Bill Womack, 16, of Decatur.



CHURCH DATES are customary in the South. At First Methodist Church in Decatur, Ga., (*from left*,

middle row) John Morrow, 17, attends with Margaret North, 16; Don Keiser, 18, with Harvey Howell, 17.

Hair-dyeing, an extreme form of togetherness



BLOND STEADIES (above), Susan Harper, 17, and John Steinhauer, 18, rub noses on diving board.

They had been dating exclusively for a couple of months before taking the big step (below, right).

When two people are together almost all the time, there are bound to be some dull moments. Around the U.S., teen-agers who go steady work to keep this from happening and have devised sundry gimmicks. In New Jersey, for instance, some tie their shoes from top to bottom to show they are going steady (and from bottom to top if they want to go steady).

The newest way a few couples have of calling attention to their steady status is identical hair-dyeing. The idea is for the boy and girl to pick a shade different from their natural hair and then color each other with it. This marks them irrevocably for each other—at least until new hair grows in.

Thus far this craze seems centered in the Atlanta area and those who have indulged in it to date are not considered oddballs. Don Keiser (below) captains the basketball team at Decatur High, and his girl, Harvey Howell, is widely admired. But Harvey's comment on seeing herself as a dripping brunette (below, left) might express the reaction of many. "Do you think they'll know me?" she asked. "They'll probably think that Don's gotten a new girl."



APPLYING RINSE, Harvey Howell, 17, blackens light brown hair of her steady date, Don Keiser, 18.



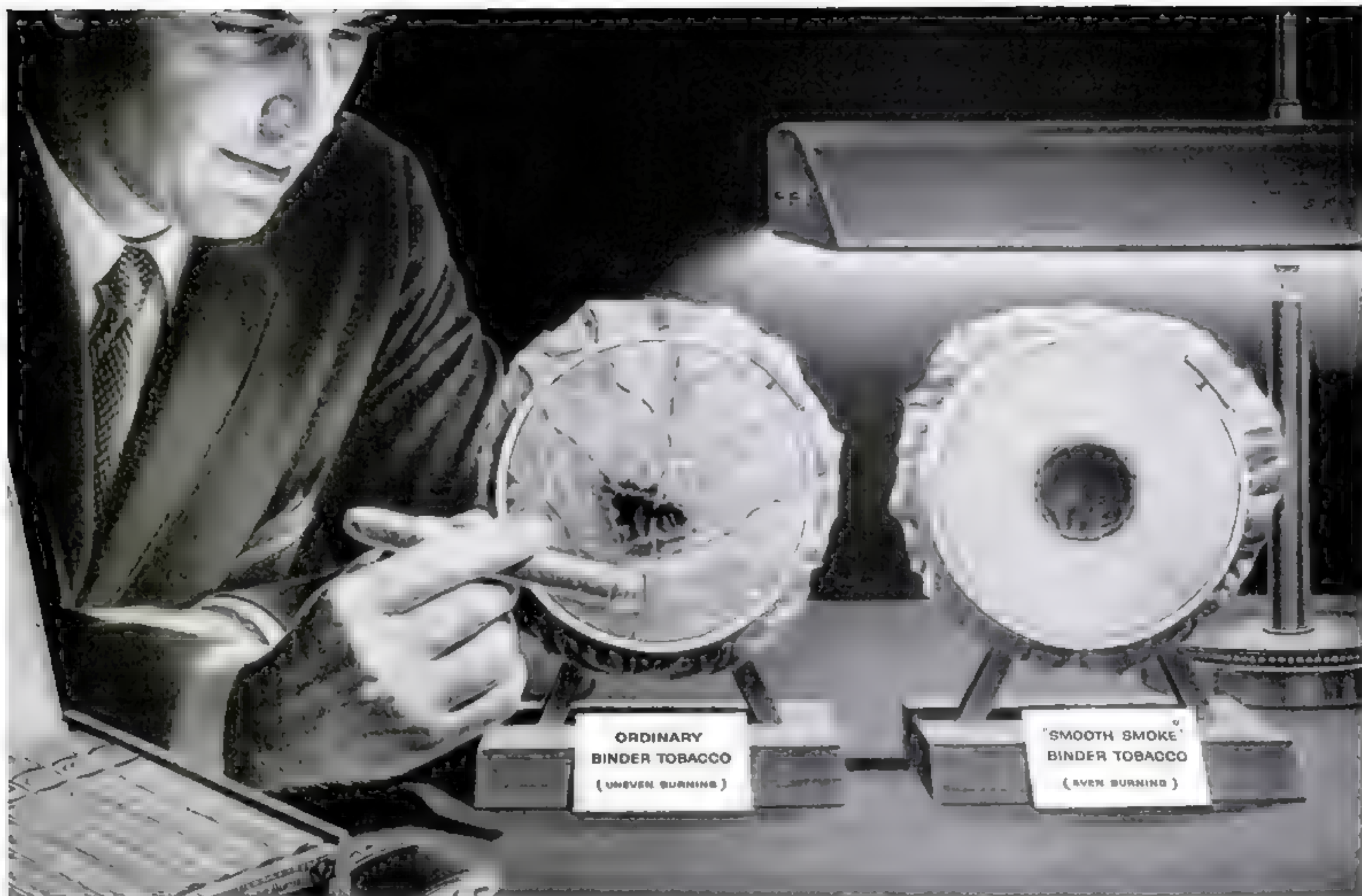
MATCHING COLOR, Don puts black rinse on Harvey's blond hair as she surveys herself in a mirror.



TURNING BRUNET (above), John gets black dye applied by Susan while he holds his head over bowl.

DUAL TRANSFORMATION from blonds to brunets nears finish (right) as John dyes Susan's hair. →





Ordinary binder tobacco (left) has veins, burns unevenly and varies in mildness. New "Smooth Smoke" (right) burns easily and evenly, with an unvarying mildness never before possible.

ANNOUNCING: an entirely new form of tobacco SMOOTH-BURNING and VEINLESS!

Makes the new Robt. Burns so mild, so smooth, yesterday's cigar will seem out-of-date

This announces an entirely new form of binder tobacco.

A way has been found to turn natural tobacco leaves into a light, golden-brown sheet, absolutely smooth.

Cigar men agree this is one of the biggest steps forward in more than 100 years. It took more than 12 years of research by the makers of Robt. Burns. This new veinless tobacco is now used as the binder leaf in all Robt. Burns Cigars and Robt. Burns Cigarillos.

We call this new discovery "Smooth Smoke."

When you try the new Robt. Burns, we feel sure you will agree—a fine new mildness, flavor and aroma are brought to your smoking enjoyment.

Try a new Robt. Burns today. 5 popular cigar shapes from 2/25¢ to 25¢ each; and Robt. Burns Cigarillos, "the change of pace" smoke—5¢.



Fine aroma; unvarying good flavor.



Light-tasting; supremely smooth.



Long white ash; even, easy burning.

ENJOY  IN THE NEW **Robt. Burns**

*TRADE MARK, GENERAL CIGAR CO., INC.



DEFENSE ATTORNEY Jake Ehrlich, *Howl* in hand, pleads case against police obscenity charge.

BIG DAY FOR BARDS AT BAY

**San Francisco muse thrives
in face of trial over poems**

The literary climate of San Francisco, salubrious for a century to such writers as Mark Twain, Frank Norris, Jack London, has been still more hospitable in the last few years to a noisy, resurgent group of poets. But a fortnight ago it turned murky. Chief reason was the arrest by municipal police of Lawrence Ferlinghetti (right), owner of the City Lights Pocket Book Shop and a poetical pillar of the San Francisco spondee and trochee set. He was charged with selling obscene literature, principally a book called *Howl and other Poems* by Allen Ginsberg (p. 108).

Ferlinghetti, a Ph.D. and World War II subchaser commander, had not only sold the book but had also published it. Immediately Bay area bards rallied to *Howl's* defense, and a noted criminal lawyer, Jake Ehrlich, donated his services free. After two hearings the defense was granted a continuance to produce expert witnesses as to *Howl's* literary purity.

The trial called wide attention to San Francisco's burgeoning poetry revival although the poets had already done their best to reach new audiences. As some of these photographs show, the poets are shouting their poems in nightclubs, at dance recitals, in art galleries, on radio and TV. Their work has gained respectful hearing from local and even national critics though some of them look on San Francisco's group as a sort of "James Dean school of poetry." Samples are given on these pages.



SHOPKEEPER-WRITER Lawrence Ferlinghetti reads his "London" while Mrs. Florence Allen does a mock striptease for the Poets' Follies rehearsal.

... It was London
and when someone shouted over
that they had got a model

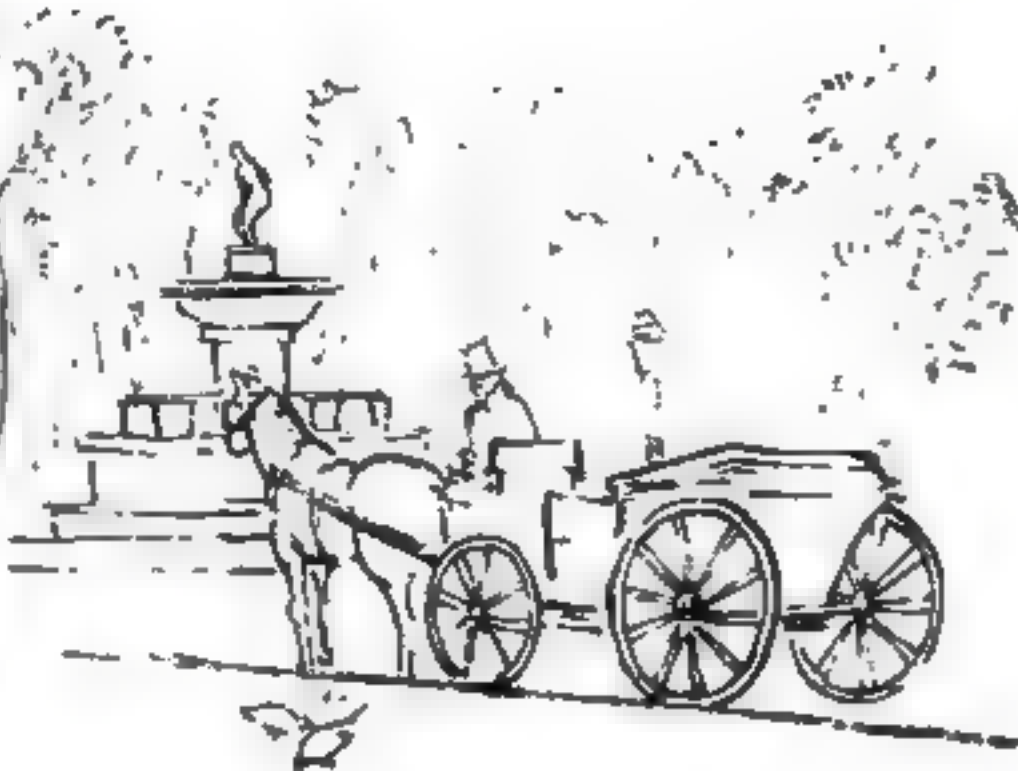
I run out across the court
but then
when the model started taking off
her clothes
there was nothing underneath
I mean to say
she took off her shoes and found no feet. . . .

AT TRIAL FERLINGHETTI (LEFT) SITS IN COURTROOM WITH CODEFENDANT, HIS BOOKSTORE CLERK





**All-weather elegance
...it makes sense!**



This Alligator Gold Label gabardine is classic all-weather elegance—the coat you'll live in rain, sun, cold. A great value at \$41.75. Sleek, water repellent all wool worsted, it's America's most wanted gabardine. Other Alligator coats, from luxurious all-weather outercoats to feather-light rainwear, \$9.50 to \$53.75.

Alligator
ALL-WEATHER COATS

THE ALLIGATOR COMPANY • ST. LOUIS • NEW YORK • CHICAGO • LOS ANGELES

BARDS AT BAY CONTINUED

SHUNNING PRINT ON PAGE



ELDER STATESMAN among city's poets, Kenneth Rexroth, 52, who has national reputation, recites to jazz music at poetry jam session in nightclub.

... I am fifty
And you are five. It would do
No good to say this and it
May do no good to write it.
Believe in Orion. Believe
In the night, the moon, the crowded

Earth. Believe in Christmas and
Birthdays and Easter rabbits.
Believe in all those fugitive
Compounds of nature, all doomed
To waste away and go out.
Always be true to these things.



NIGHTCLUB STAR and an amateur poet, Phyllis Diller spoofs Britain's Edith Sitwell.

The wind sighed through the ten cent store
The gold armored girl had just fleeced the
tall tower of corn
(The corn was really a boy in disguise)
(You know what fleeced means)
(She gypped him)
Fear not.



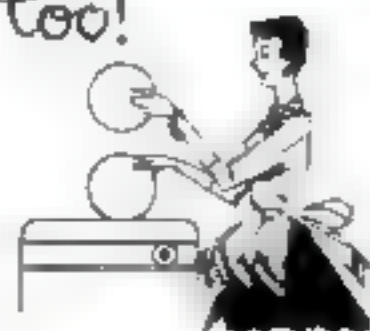
There's no meal too fine, no snack too simple for your Brookpark dinnerware. Here is natural elegance that's completely practical, a luxurious "feel" that belies its amazing durability. Brookpark is guaranteed not to chip or break for one full year! Dramatic decorator colors in starter sets and open stock at leading stores everywhere.

Service for four as low as \$16.95

styled by *Joan Linde* for **BROOKPARK**

International molded plastics, inc., Cleveland 9, Ohio

Safe
in dishwashers
too!



VOCAL POETRY'S THE RAGE



BOHEMIAN BARD Carl Stern (left) member of the "Seven Stray Cats" group, reads his "Interlude for Dancer" as Zack Thompson performs

Enjoy gravity
Swing wild
Moving with air
As you are
Swinging free
The child with n

Breaks the ground
Leaping away
Move the world
With pushing air
Swinging the wind
Enjoy gravity



CONTINUED



one good-tasting Lavoris rinse



...and your mouth feels clean

because it is clean



Lavoris Clean!

Lavoris cleans and stimulates . . . gives a refreshing lift to mouth and throat. That delightful tingling sensation is Lavoris at work cleansing and soothing mouth and throat tissues. And Lavoris tastes so good your whole family will want to use it.



EXTRA TIPS ON FAMILY MOUTH CARE

SORE THROAT—A Lavoris gargle will clear away throat mucus and soothe irritated tissues.

DEFENSIVE BREATH—A Lavoris rinse will quickly remove the mucus coating and food residue which often causes bad breath.

CANKER SORES—Lavoris, applied directly to the sores, will hasten the healing process.

DENTURES—Regular use of Lavoris helps keep mouth tissues clean and comfortable . . . the breath pure and fresh.

LAVORIS

the **SPARKLING RED** mouthwash
that tastes good . . . does good!

it's
.....
for the
.....



Nylon tricot with permanent pleats, daintily accented with heavenly lace. A gore fit.

Strain-free sewing straps plus lined cups give miracle lift. Elastic assure hug-you fit. Pre-shrunk cotton.

100% WOOLEN BODY
Stardust
QUANTITY 100 1 1/2

STARDUST INC., 145 Madison Avenue, New York 16

anytime ...
anywhere

Toothbrushing is convenient with
TOTE-BRUSH



Now, whether at home or away, you can conveniently brush your teeth three times a day, after each meal with TOTE-BRUSH—the sure way to fight tooth decay and bad breath.

TOTE-BRUSH, the only full-size folding toothbrush is 5" long with 3 rows of the finest nylon bristles. Unfolds and locks rigid, ready for use. New "cigarette pack" size case in 3-D visual styrene. Fits into purse or pocket. Choice of assorted pastel colors. Tube of toothpaste included. Available at drug, department stores, luggage shops and beauty shops everywhere. Only \$1

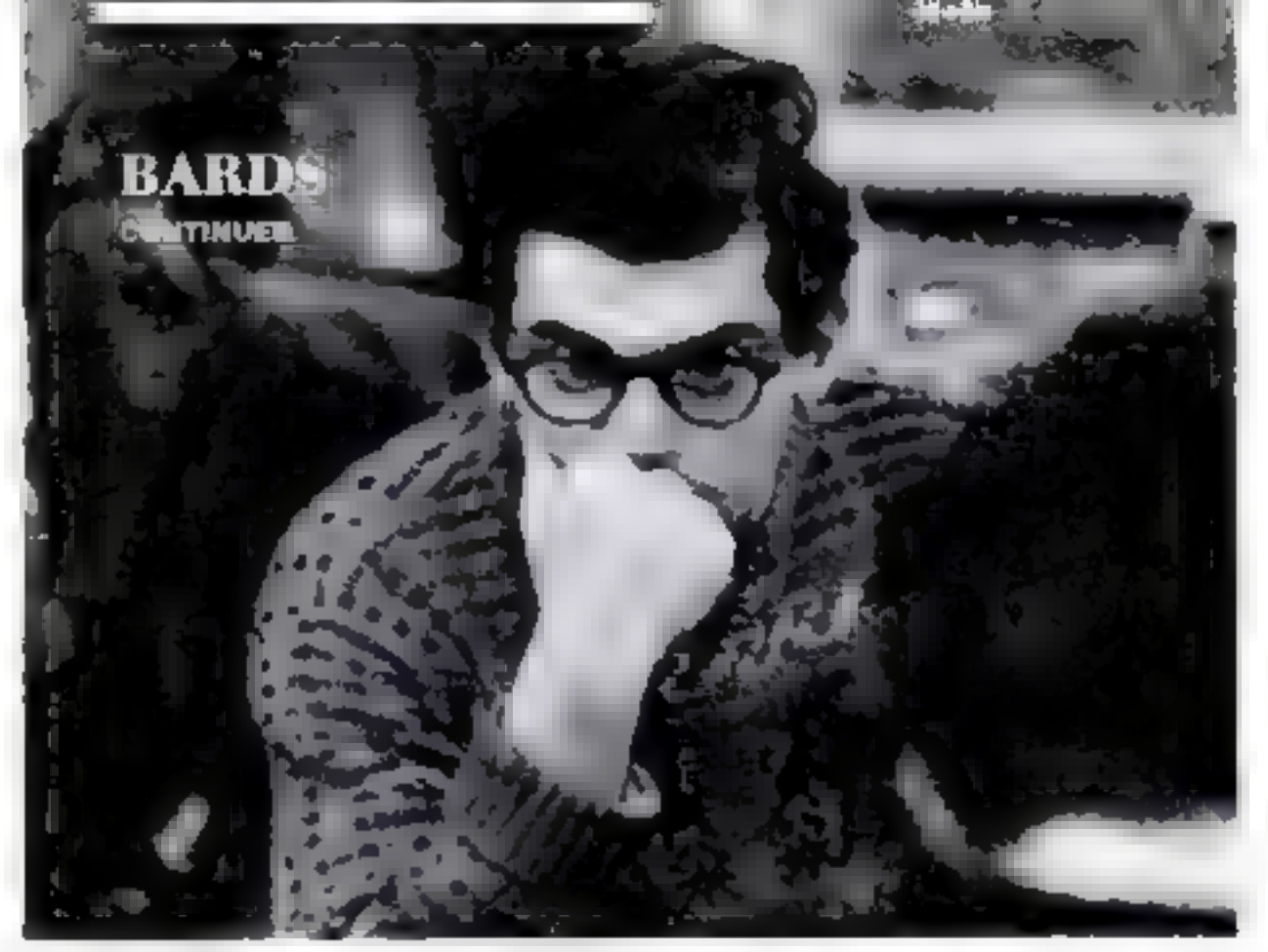
TOTE-BRUSH Folding Toothbrush Kit
Tote-Brush, Inc., • Chicago 14, Illinois
Over 10,000,000 men, women and children have the daily Tote-Brush habit

HOLLYWOOD
sani-white
BEST FOR ALL WHITE SHOES
Safest for Baby
HOLLYWOOD SHOE POLISH, INC.
RICHMOND HILL 19, NEW YORK

Steri-lite AMERICA'S SMARTEST
ROYAL LINE HOSTESS-WARE
Solid Bowls • Solid Sets
Bon Bon Dishes • Condiment
cups • an entire 5" or 6" line
Picnic luncheon sets and
other Household Tableware
UNITED PLASTIC CORP. FITCHBURG, MASS.

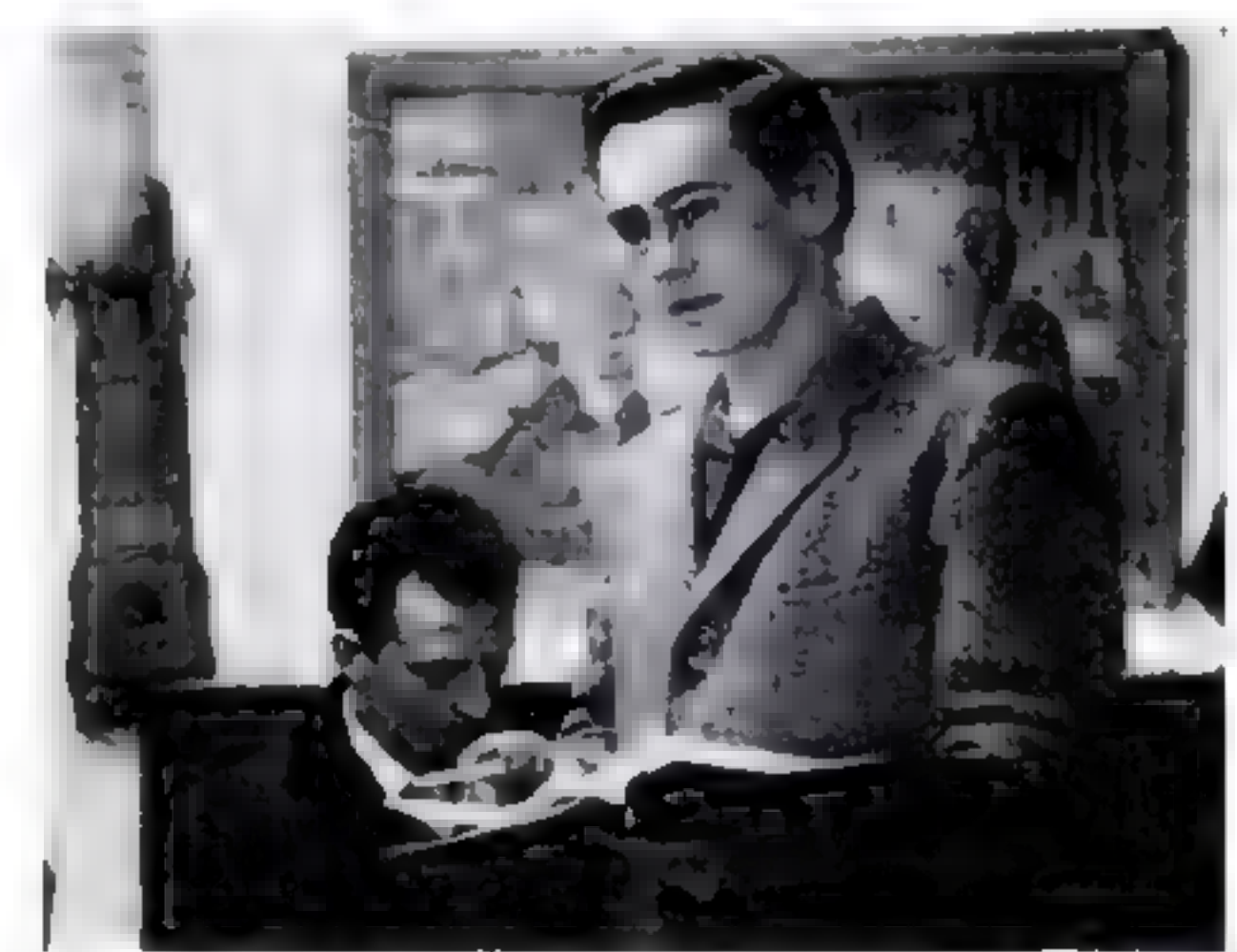
ONLY **Magla** IRONING BOARD COVERS
DOUBLE-ACTION!
Heat works on both sides
at once!
Says **DON McNEIL**
on his breakfast club
Exclusive heat action & MAGLA 220
process saves hundreds of wet clothes
Guaranteed by
Good Housekeeping
Magla
WHOLESALE DISTRIBUTORS LTD. LTD.

Amazing New Medical Discovery
WORMS YOUR DOG AS YOU FEED HIM!
Just mix New PULVEX Worm Caps with your dog's food! Your pet will gain himself while he eats! There's no starving, struggling, vomiting, diarrhea, or danger. New PULVEX Worm Caps contain Piperazine Adipate, that quickly and safely expels large round worms (Ascarids). Practically odorless, dogs like its taste. Also available for cats. Get New PULVEX Worm Caps at drug, pet or department store. Another quality Pulvex Pet Care Product from **COOPER** Chicago 14, Illinois.



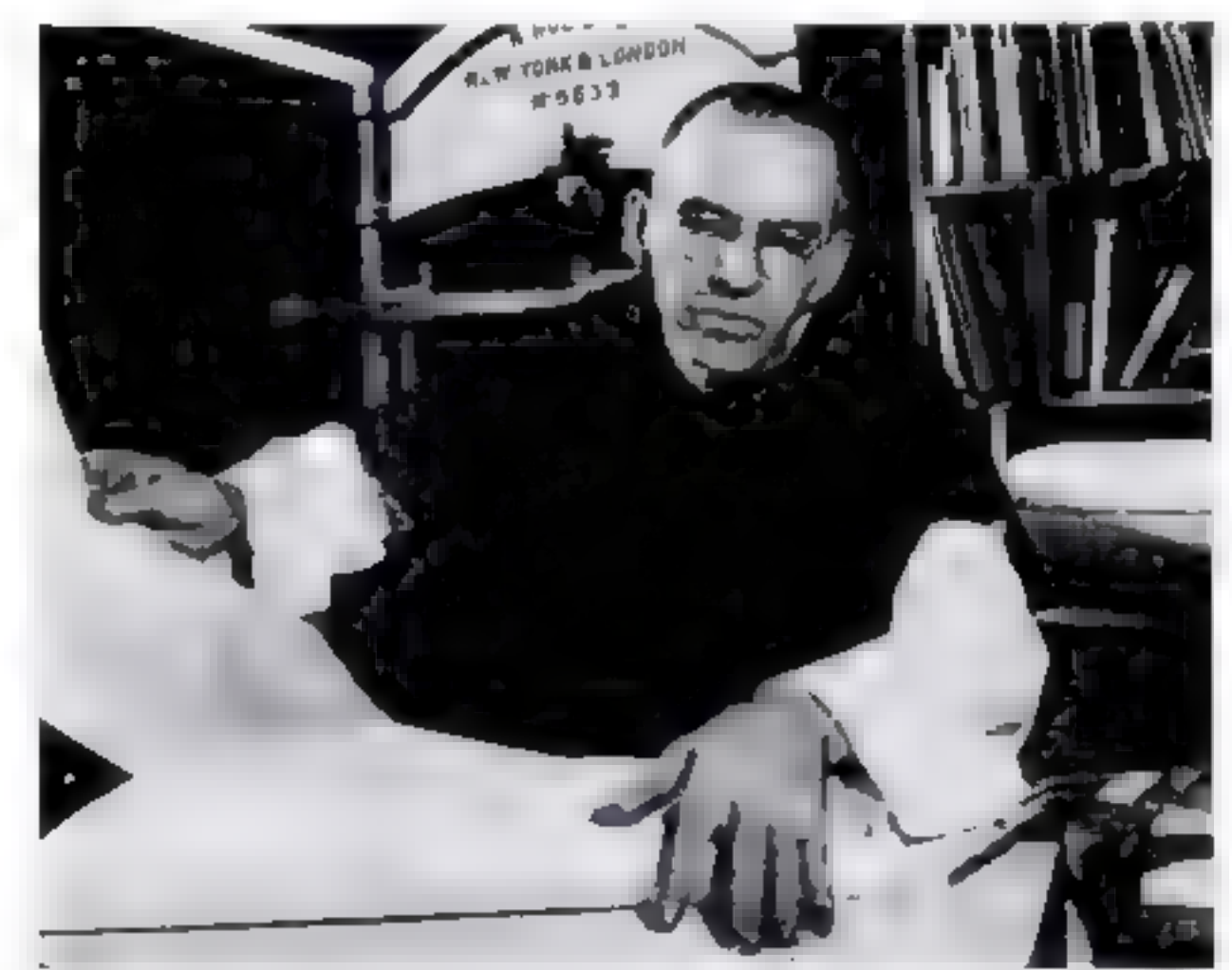
WILD-EYED SHOCKER Allen Ginsberg, considered most exciting of young American poets, wrote banned *Howl*, whose first lines go:

I saw the best mind of my generation destroyed by madness,
starving hysterical naked,
dragging themselves through the negro streets at dawn looking for
an angry fix,
angelheaded hipsters burning for the ancient heavenly connection
to the starry dynamo in the machinery of night. . . .



CAREFUL CRAFTSMAN Michael McClure, 24, once edited local magazine, *Ark 11*. He starts "The Robe" with these lines:

Sleepwalkers . . . Ghost Voices
like bodies coming through the mists of sleep,
we float about each other—
bare feet not touching the floor,
Talking in our lovers' voice
Naming the objects of Love. . . .



RELIGIOUS POET Bill Everson became Brother Antoninus, O.P., a Dominican lay brother. In poem "Triptych for the Living" he writes:

And the world, of whom these the uncouth were most despised,
Mocked off the streets to keep the cold nightwatches there
Over the wilderness-hearted earth.
Dreamed blindly on of the transforming grace
These were now to receive.



WALLY COX, THE IMMORTAL MR. PEPPER OF TV

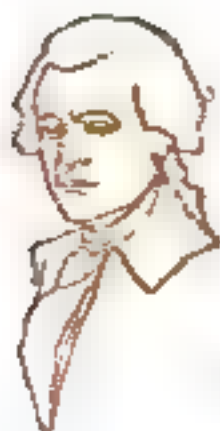
WHAT DOES SMIRNOFF VODKA TASTE LIKE? "Nobody ever tasted Smirnoff," says Wally Cox, "because it doesn't hardly *have* a taste. It's just sort of willing!" When you mix a jigger of Smirnoff Vodka in orange juice, it *tastes like orange juice*; when you pour Smirnoff in ginger ale, it *tastes like ginger ale*! You don't have to learn new recipes to make delicious drinks with Smirnoff Vodka. Just use Smirnoff instead of gin in your dry martini, collins or tonic—or add a jigger of Smirnoff to any fruit juice or soft drink you like. It's a revelation!

the vodka of vodkas

Smirnoff
VODKA

80 AND 100 PROOF. DISTILLED FROM GRAIN. STE. PIERRE SMIRNOFF FLA. (DIVISION OF HEUBLEIN), HARTFORD, CONNECTICUT





JOHN SINGLETON COPLEY broke precedent by painting *Paul Revere* in his shirtsleeves—a daring informality for the times. Yet both had reason to prefer the pose as it was, Revere being an ardent believer in the equality of man, and Copley delighting in light on linen.



Paul Revere BOSTON MUSEUM OF FINE ARTS Copley



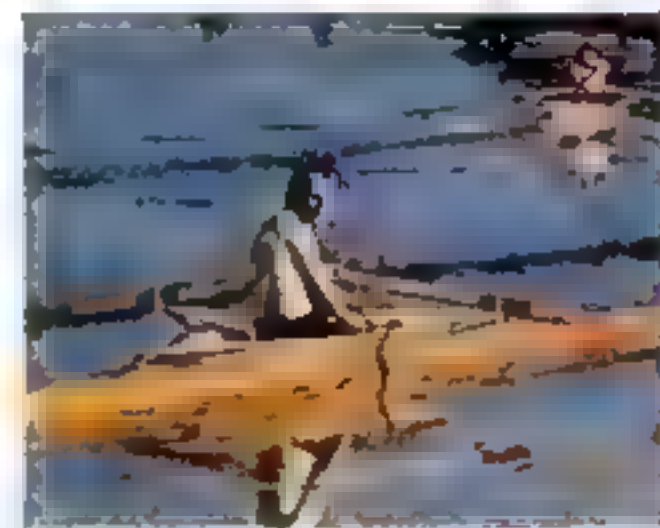
EDWARD HICKS made his reputation on only one picture, *The Peaceable Kingdom*, though he painted it over and over again in varying versions. Not satisfied with merely showing the lamb lying down with the lion, Hicks gave his customers an entire menagerie, including a tiger, a wolf, an ox, several small and fearless children, and William Penn with some tranquillized Indians in the background.



The Peaceable Kingdom NEW YORK STATE HISTORICAL ASSOCIATION—COOPERSTOWN Hicks



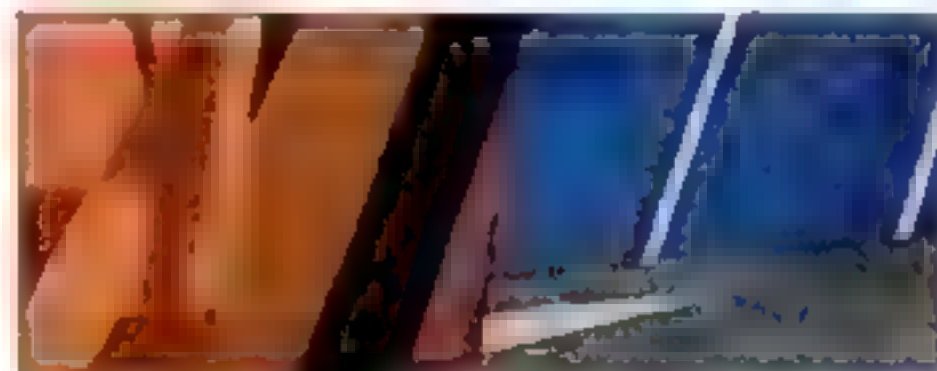
THOMAS EAKINS was the most painstaking of painters. To paint *Max Schmitt in a Single Scull*, he began with mechanical drawings of boats, oars and bridges. Then, using trigonometry, he placed them in proper perspective and lightly sketched in the landscape and figures. At last he was ready to paint, using thick pigment for the near lights and thin for the distant shadows, slowly building up the almost hallucinatory effect of sunlit reality by a succession of transparent color glazes.



Max Schmitt THE METROPOLITAN MUSEUM OF ART Eakins



CHARLES SHEELER paints on the theory that art needs no gestures, that it can be pure and silent as a frozen bird bath and still live forever. As a practicing photographer he learned that "light is the great designer." Sheeler is a paradox: neither realists nor abstractionists can claim him, for he merges their domains.



Golden Gate METROPOLITAN MUSEUM OF ART Sheeler



EDWARD HOPPER paints America. In Hopper's quiet canvases, blemishes and blessings balance. He will paint an ugly stoop and the warmth of sunlight on it, or a sooty curtain stirring with the fragrance of an unexpected breeze. The American scene is not only Hopper's one subject, but his obsession as well. He speaks of his native land on canvas, enriching a tradition that promises to achieve new greatness in the perspective of history.



Night Hawks BRITISH ART INSTITUTE Hopper

RESERVE YOUR COPY OF TIME'S NEW ART BOOK NOW

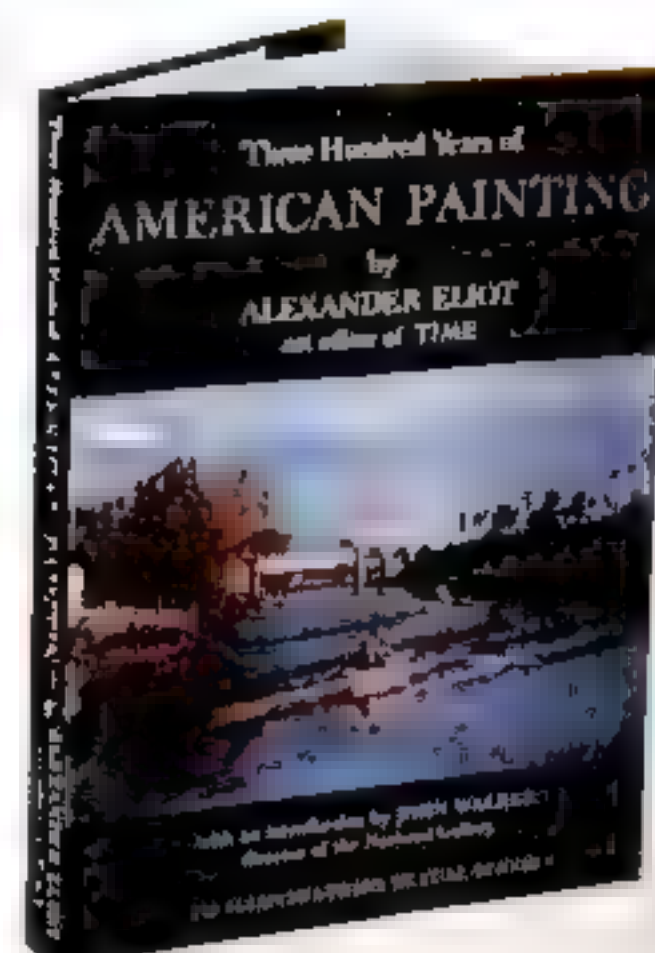
AMERICAN PAINTING—soon to be published by TIME—is more than a book about painting; more than a book about painters. It is a book about America, seen fresh and whole, which you and your family will want to read, treasure, spend hours with—and go back to again and again.

AMERICAN PAINTING is filled with more pages of brilliant color than any art book has ever brought to its readers . . . 300 pages thronged with more than 250 superb color reproductions of American masterpieces . . . a fifty million dollar collection of paintings that no museum in the world can match. Only through TIME's vast editorial and technical resources can such a book be published at a price within reach of every home in America.

The text, in preparation for the past two years with the help of the nation's leading art authorities, surveys the splendors of the past and the excitement of painting in America today. Written by TIME Art Editor Alexander Eliot, it brings the artists, their works, and their times to life with wit, warmth, and fascinating anecdote.

AMERICAN PAINTING is a *big* book; big in size, big in scope . . . beautifully printed on fine, heavy paper . . . handsomely bound. With its publication American art comes of age, and the people and places that make up America are captured for all time—as they lived and looked when this nation was founded; as they live and look today.

Use the coupon at the right to reserve your copy of AMERICAN PAINTING at the special pre-publication price.





PAINTING

THIS PRE-PUBLICATION OFFER SAVES YOU \$3.65

After November 1 the price of AMERICAN PAINTING will be \$13.50 for the regular edition and \$15.50 for the deluxe edition (specially bound and boxed). But if you order immediately, you can take advantage of this limited pre-publication price of only

\$11.85, deluxe edition \$9.85, regular edition

TIME BOOK DEPARTMENT

540 North Michigan Ave., Chicago 11, Ill.

Please send me THREE HUNDRED YEARS OF AMERICAN PAINTING, at the limited pre-publication price

Copies Regular Edition at \$9.85 _____ Copies Deluxe Edition at \$11.85

☐ Bill me after publication date ☐ Enclosed is my check for \$

NAME

ADDRESS

CITY

ZONE

STATE



Drink this hearty coffee as strong as you like ...

It still can't get on your nerves! Drink as many cups as you like ... as often as you like ... Sanka still can't make you jittery or keep you awake. All pure coffee. 97% caffeine-free.

NEW INSTANT SANKA COFFEE



A Product of General Foods

MOVIES



HELD ALOFT BY WORKERS AT PARKING LOT MEETING, UNION AGITATOR BABE WILLIAMS (DORIS DAY) SINGS DEMAND FOR 7½-CENT RAISE

A ROMP OF LABOR AND LOVE

The musical comedies that George Abbott directs thump and bounce and, at the mere blast of a trumpet, spin suddenly into sparkling pinwheels of flying arms, elbows and knees. The old maestro can wrap up a polka, a waltz and a rock 'n' roll all in one number, add a few gymnastic dots, dashes and downbeats and set a whole theater jumping happily. Thus it was when *Pajama Game*, a rollicking tale of love and labor relations in a

nightclothes factory, came to Broadway over three years ago (LIFE, June 7, 1954). Now Abbott has repeated the deed in a Warner Brothers' movie with most of the same cast present. Doris Day, however, takes over the role of Babe, the lovely labor agitator, while Stanley Donen, who made *Funny Face*, is on hand to help in the direction. But through the whole boisterous film the touch of Abbott, the old master, is always evident.

IN A GALLOPING, WALTZING ROMP AT THE COMPANY PICNIC, PAJAMA FACTORY WORKERS SNAKE-DANCE THEMSELVES INTO A TWISTING, WHIRLING MASS





"How we use Murine to rest our eyes"

Deborah Joan and Mrs. Bob Considine, newspaper and magazine columnist and star of The Millie Considine radio program

"Deborah Joan has learned one of my pet comfort tricks," says Mrs. Bob Considine. "She enjoys using Murine as much as I. We like the cool, refreshing feeling Murine gives our eyes. It's wonderful after a day outdoors in the wind and sun." Great tip to remember next time your eyes feel slightly tired or tense. Murine's always safe, gentle and soothing. Now with new unbreakable dropper

MURINE
for your eyes



1- Murine Co., Inc.
Chicago, Ill. 9
Trademark Pat.
U.S. Pat. 2,140,000



A SPINNING STENO, Carol Haney, dances the sprightly role she also did in the Broadway show—Gladys, the quaint but sexy secretary to the apoplectic manager of the pajama factory.



GUIDING GENIUS is George Abbott (left), a veteran of 44 years as an actor, author, and director. His musical comedies start with *On Your Toes* in 1936 and go to *Damn Yankees* in 1955.



PLAYED-OUT WIND-UP to acrobatic love song *There Once Was a Man* is worked out by codirector Stanley Donen (left) for John Raitt and Doris Day.

Only **RONSONOL** has it!

NEW SWITCH SPOUT!

The fastest way to fill your lighter.
No tip to pierce or cut.

FLIP OPEN ...to fill!
CLOSED ...can't spill!



maker of the world's greatest lighters and electric shavers
RONSON CORP., NEWARK 6, N. J.; TORONTO, ONT.; LONDON, ENGL.

Brite bands look better... wear longer!



You actually **SAVE** up to 50%
because you attach it yourself.

Brite's genuine leather and precision metal expansion bands are sold in Drug, Tobacco and Sundry stores... everywhere!

BRITE MANUFACTURING CO., PROVIDENCE 9, R. I.

Quick Relief of PAIN

Ease PAINS of HEADACHE, NEURALGIA, NEURITIS with STANBACK TABLETS or POWDERS. STANBACK is not a one ingredient formula... STANBACK combines several medically proven pain relievers into one easy to take dose... The added effectiveness of these MULTIPLE ingredients brings faster, more complete relief, easing anxiety and tension usually accompanying pain...

Test STANBACK Against Any Preparation You've Ever Used



Quality at your feet...



Country comfort
with a big-city air!
Risqué's glove-light
wedglings soften
every pavement and
give your town clothes
a new casual dash.

Shoes Illustrated
10.95 and 11.95
Other styles, 9.95 to 11.95
All styles Higher Denver West

Get Right...get ready.

RISQUÉ

*sportswear
footwear*

Risqué Division, Brown Shoe Company, St. Louis



RIGHT-HANDER Angel Marras, 12-year-old Monterrey hero, pitches no-hitter in Little League final



LEFT-HANDER Marras takes warmup. He pitches equally well with either hand, can play all positions



CELEBRATING CHAMPIONSHIP. SQUEALING MONTERREY PLAYERS RAFAEL ESTRELLA (LEFT) AND ANGEL

A DREAM TRIP FOR TINY

When the Monterrey, Mexico Little League team left home in late July for a tournament in Texas they expected to be back in a couple of days. Dwarflike even for Little Leaguers (average weight: 90 pounds), the Mexicans were given small chance against bigger, better-equipped U.S. opponents. Some players had never worn shoes until they made the team. "We could

run like the wind if we could take off these shoes," one said to Coach César Faz.

It was a full month before the Monterrey moppets got back home. By that time they were the Little League champs of the world and had experienced an odyssey as delightful as any fancied in juvenile dreams.

In Texas, where the boys arrived without a

change of clothes, they won nine straight in lopsided scores. They ordered pancakes at every meal and slept on the floor because they found the beds too soft. At Louisville they learned to like southern fried chicken while winning their two games by shutouts. In Williamsport, Pa., at the Little League World Series, they took siestas each morning. On the



MACIAS ARE HELD UNDER SHOWER BY FIDEL RUIZ

HEROES

field, quick, smart and well-coached, they made plays with neat precision. Ambidextrous Angel Macias (above, left), equalling Don Larsen's feat in last year's big-league World Series, calmly pitched a perfect no-hit game to win the Little League World Series. Then, lugging the trophy, the players stuffed their belongings in paper bags and started on a heroes' tour.



CUDDLING TROPHY given team as Little League champs, Jesús Contreras dozes on plane to New

York. Contreras, team's smallest player at 4 feet 8 inches, was self-appointed guardian of trophy.



CROUCHING WITH HERO, rather Jesús Contreras takes stance with Dodger Roy Campanella

TASTE OF FUN AND OF FAME

An exciting reward for the Little League champs was a sightseeing trip to New York. Told they were riding in a tunnel beneath the Hudson River, one player said apprehensively, "I hope it does not leak." In the hotel they gleefully entertained themselves by ringing each other's rooms on the phone. Given \$1 to spend, the boys started to buy out a department store. When they learned the clothes were complimentary they formed a huddle and gave a rousing "Yea" for the store. At Ebbets Field they went to their first major league game but were more interested in posing with the players and eating hot dogs than in watching the game. As guests on a TV show, they got along fine with their limited English vocabulary by answering most of the questions with a polite "Si."



IMPERSONATING A HERO, Contreras, called "Little Campy" by his teammates, sticks wrapped

cigar in his mouth. "I'm like Big Campy now," he joked. Campanella played in Monterrey in 1944.



CHAMPS AT EASE sprawl on the sidewalk in Rockefeller Center while waiting to make appearance on an early-morning TV program across the street. The team

carried 14 players, ages 11 and 12, most of whom were so small that Little League headquarters could not find official world series uniforms to fit them.

SCHENLEY DISTILLERS CO. N.Y.C. BLENDED WHISKY 44 PROOF 45% GRAIN * U.S. 100% COTTON



Live with Elegance
...enjoy **Schenley**
RESERVE

Schenley Reserve brings you the extra touch of Elegance, yet costs so little more than ordinary brands. Discover the difference Elegance makes—it begins where quality can go no further.

It's time to buy
back-to-school supplies

TEXCEL[®]

CELLOPHANE
TAPE



HEPSON,
LEPAGE

TEXCEL - **LEPAGE'S** TRADEMARK **PRODUCTS**

© 1955 PERMACEL TAPE CORPORATION, NEW BRUNSWICK, NEW JERSEY

GETTING THE VIP TREATMENT IN WASHINGTON



PRESIDENT AND PITCHER, Eisenhower and Macias walk across White House porch after reception

inside Macias carries the pen President gave him, inscribed: "Stolen from Dwight D. Eisenhower."

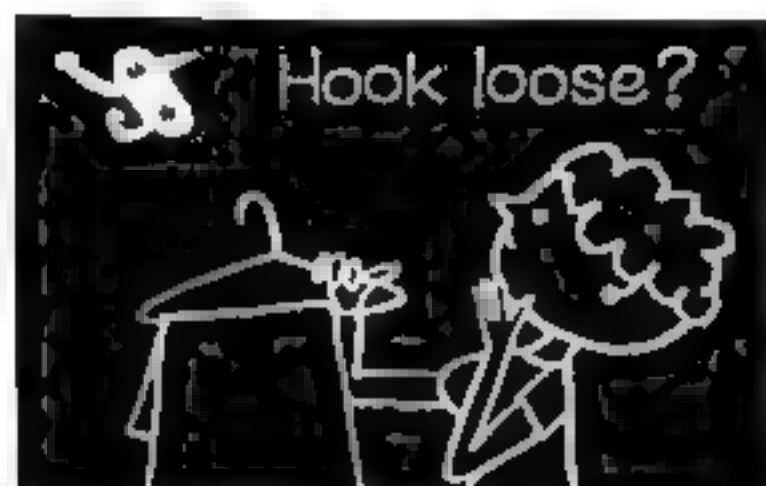


MOVING A CAMERAMAN in the White House rose garden, Norberto Villarreal, a Monterrey catcher, waves a newsreel man aside so he can take picture with the 60¢ camera he bought in New York.



CAPPING A SENATOR on the Capitol steps, Angel Macias sticks his baseball hat on the head of Majority Leader Lyndon Johnson as Vice President Nixon (right) looks on. The players had lunch with Nixon.

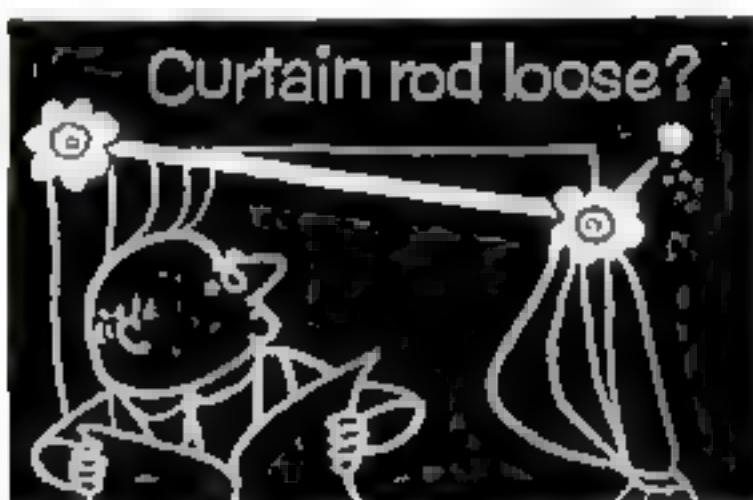
FIX-IT TIPS with "Plastic Wood"



Remove screws. Fill holes with Plastic Wood. Let dry—then screw screws back in. Holds stronger than wood itself.



Handles on brooms, mops, carpet sweepers can be made strong as new if reset in Plastic Wood. Dries quickly!



Remove the hooks holding the rod. Re-set screws in Plastic Wood. Even with heaviest draperies they won't pull out.



Just reset caster in Plastic Wood. Hardens quickly, stays hard permanently, makes a repair that's better than new.



Set things
right with **NEW**
"PLASTIC WOOD"

DREAM TRIP CONTINUED

IN MEXICO, REUNION AND PRAYERS



AT FAMILY BREAKFAST with father (left) Angel Macias ducks a platter of food at Mexico City's swank Hotel Del

Prado. Boys later got this on concha from parents and coach before going to reception at ex-president's palace

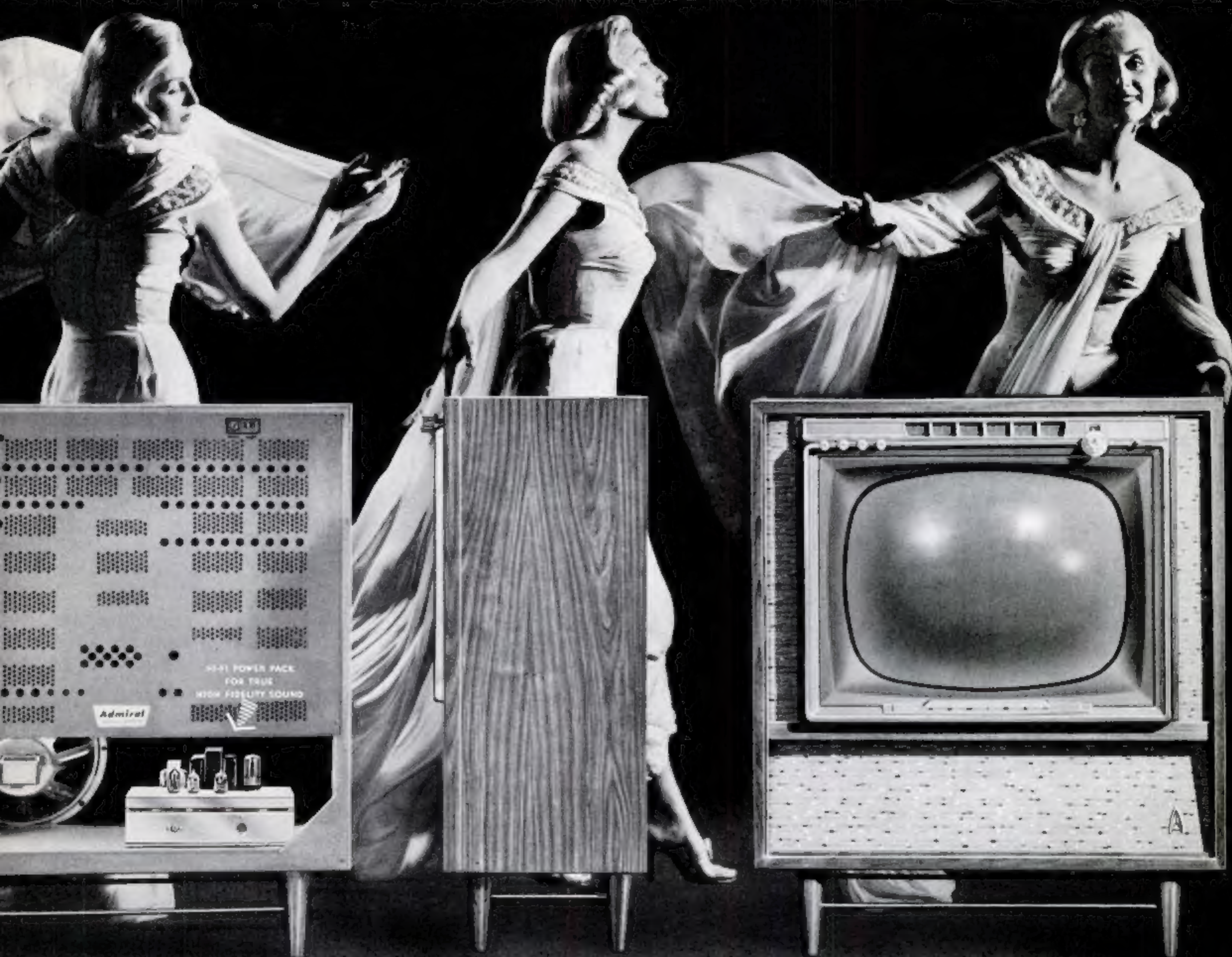


AT GUADALUPE SHRINE the champions give thanks for their victory and are blessed by a priest. Before leaving for

the Little League tournament, the players promised that they would make a pilgrimage here afterward, win or lose

new (and wonderful) from

Admiral



TV with true high-fidelity sound!...made possible by the exclusive Hi-Fi PowerPack in the back!

Never before has TV sounded like this! Now, *thrillingly* life-like reproduction of music. And voices sound as if they were right in the room! For now Admiral adds a super "PowerPack" to TV that is actually a separate *hi-fi amplifier*—playing through *four* precision hi-fi speakers!

These Admiral TV sets have a phono jack, too—so you

Admiral High Fidelity TV available with Admiral's new Son-r Remote Control

can just plug in your record changer and have a *complete* hi-fi phono system. The picture? Admiral's shorter 110° picture tube—in its new Slim Line cabinet—gives you the brightest, sharpest picture you've ever seen!

Look for the PowerPack on the back of new Admiral high-fidelity TV—and you've found the finest TV made!

Admiral High Fidelity TV Model CH21F54

21" 110° Admiral picture tube. Slim Line cabinet only 16 1/4" deep. First Power-Plated amplifier ever! 10" bass, two 2" x 10" middle-range, 3 1/2" treble speakers. Separate bass and treble tone controls. Push-button on-off. Choice of Mahogany, Blonde, or Sierra finishes.

*OVERALL DIAGONAL;
SEE EQ. IN. VIEWABLE AREA



Admiral 110°
picture tube



4 speaker
hi-fi system



Record player
phono jack



Straight Line
styling



"Thin as a dime"
styling



Hi-Fi
Low-Boy



A CANDID MUSIC CRITIC

The boys in the company band at Aircraft Armaments, Inc. in Cockeysville, Md. would be the last people to brag about the quality of their playing. They play just one engagement a year, for the company picnic, and usually have only a few hours to rehearse before they go on. But though they may be

short on virtuosity they never lack volume. On this year's outing at Kurtz Pleasure Beach on Chesapeake Bay, Lynne Jones, 3, wandered over to the pavilion as the band swung into *Don't Be That Way*. Sitting down to listen, she was moved to deliver herself of a pointed piece of music criticism.



Another adventure in one of the 87 lands where Canadian Club is "The Best In The House"

Portugal's bullfight is a Cowboy's Field Day

1. "Nobody gets hurt, not even the bull, but a Portuguese bullfight takes hard riding and rodeo-style steer-rasslin," writes Bob LaForce, an American friend of Canadian Club. "I played bullfighter at the *quinta*, or ranch, of my friend José Rodrigues outside Lisbon. José is a professional bullfighter, one of Portugal's greatest, but even *he* might have had trouble with the big *toro* that thundered across to charge my horse,



2. "Facing the bull on foot after placing the long-barbed *rejones* in its shoulder pad, I was knocked off my feet. Traveling fast, the bull packed a wallop that tossed me into the air on a pair of sheathed horns.



3. "It took a lot of tossings before some other amateurs and I could make the bull stand still and bring his head down. One man had to throw himself between the horns while the rest of us piled on. Tough way to make a fighting bull say, 'Uncle!'



4. "Portugal's aristocracy fought bulls this way 4 centuries ago," José told us later. He rewarded our efforts with a round of Canadian Club."

Why this whisky's worldwide popularity? . . . Only Canadian Club has a distinctive flavor that captures in one great whisky the lightness of scotch, the mellowness of rye, the smooth satisfaction of bourbon.

That's why no other whisky in all the world tastes quite like it. You can stay with it all evening long . . . in short ones before dinner, tall ones after . . . "The Best In The House" in 87 lands.

Canadian Club

6 years old • 90.4 proof • Imported from Canada

IMPORTED IN BOTTLE FROM CANADA BY HIRAM WALKER IMPORTERS INC., DETROIT, MICH. BLENDED CANADIAN WHISKY



BY APPOINTMENT
TO HER MAJESTY QUEEN ELIZABETH II
SUPPLIERS OF "CANADIAN CLUB" WHISKY
HIRAM WALKER & SONS LIMITED



Copyrighted material

New filter-tip **OASIS** with soothing menthol mist!

*Smokers who
know
now smoke
the big "O"*



• Freshest new taste in smoking!

- Menthol Mist does *more for you, soothes . . . improves the flavor, too!*
- Oasis' filter works just right, easy-drawing . . . and *pure white!*
- And for a *fresher* smoke each light, Oasis' box is *flavor-tight!*

P.S. Oasis tastes *fresh while you smoke . . . fresh after smoking, too.*

O' FLAVOR! O' FRESHNESS! **OASIS
FILTERS**



© Liggett and Myers Tobacco Co.